

# Media scope

August 1958  
50 cents

published by Standard Rate & Data Service, Inc.



**DR. E. L. DECKINGER**

Vice President and Media Director  
Grey Advertising Agency, Inc.

*"Why haven't media decisions  
been recognized by awards?"*

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# The Chicago American has the **FIFTH LARGEST HOME-DELIVERED CIRCULATION** of all evening newspapers in the United States

In Chicago and suburbs, 50.2% of all Chicago Americans are carrier-delivered (by far the largest home-delivery in the Chicago evening field). This is home penetration you can count on, because you can count it. Home-delivery is an important measure of a newspaper's vitality, acceptance and need. When you measure newspapers in Chicago, look behind total circulation. Readership and response depend on feelings, not figures. There can be no more positive proof of a newspaper's place in the hearts and minds of its readers than their buying it daily, sight unseen.

**THE CHICAGO AMERICAN**  
Nationally Represented by Hearst Advertising Service Inc.

Source: Six Month Publishers' Circulation Statement, March 31, 1958, from newspapers which have carrier-delivery circulation audited by the A.B.C.

MEMO TO MEDIA:

Who Does Your Advertising Call On?

This can be an interesting question. There have been so many additional reasons for advertising that sometimes people forget the fundamental reason to which the others were added.

Some of the additional reasons are: (1) to reach the people your sales organization is not aware of and (2) to reach the people your sales organization is aware of but cannot see.

The basic reason is to reach the people your sales organization must see and sell in order to do business; the people with whom a profitable business relationship must be developed and maintained.

McGraw-Hill Publishing Company has long publicized what it terms "mechanized selling," the process of using advertising to prepare the way for the salesman, so that he can devote his particular talents, principally, to those parts of selling that he does best--making specific proposals and closing the sale.

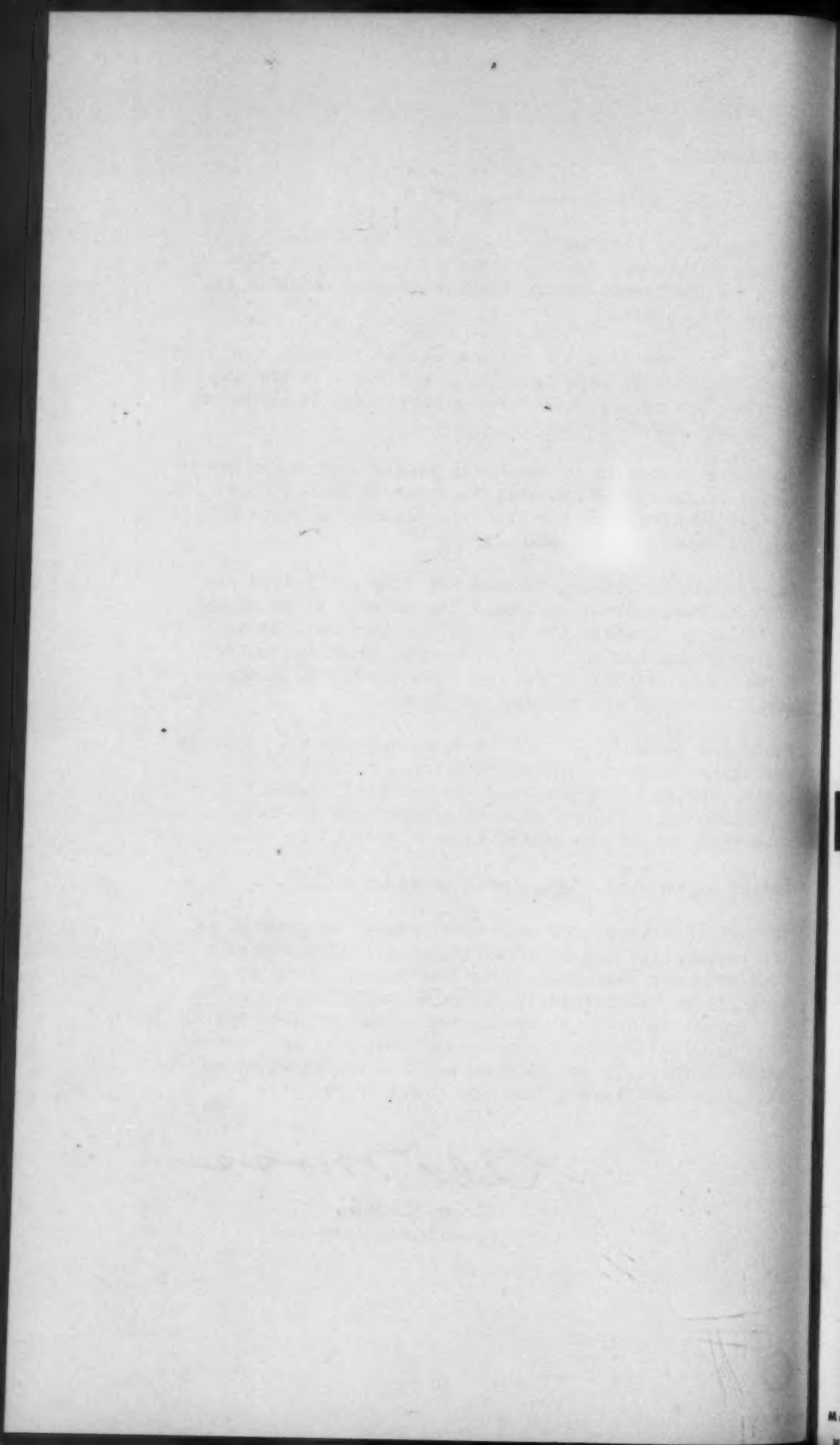
Their new campaign on this theme is impressive. A large photograph shows a cynical individual sitting in a chair, saying, "I don't know who you are. I don't know your company. I don't know your company's product. Now--what was it you wanted to sell me?"

MORAL: Sales start before your salesman calls . . .

It is interesting that this whole appeal is devoted to the fundamental use of advertising to sell the people your salesmen call on. It is interesting to us at Media/scope, particularly, because Media/scope concentrates editorially on serving the buyers of advertising whom your salesmen and representatives call on. Media/scope is the only advertising publication which serves this important buying function exclusively.



Albert W. Moss  
Advertising Director



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\*George L. Staudt  
Account Executive  
The Cramer-Krasselt Co.

## “What effect does advertising have on recognition?”

### McGraw-Hill Research had the answer

While Advertising Manager for an industrial equipment manufacturer, George Staudt wanted to measure the effect of a continuing advertising campaign on recognition of specific products. By surveying subscribers to one business magazine before and during the campaign, McGraw-Hill's Research Department found:

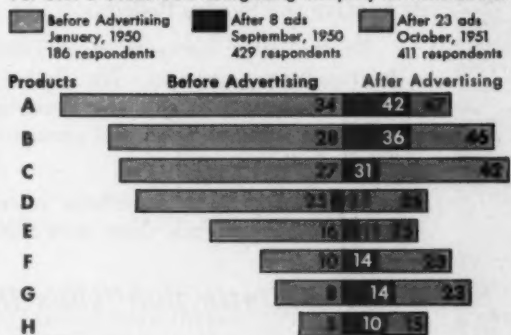
All products rose in recognition. The greatest increase for a single product was 200% over the recognition level before advertising began, while the over-all increase in per cent of subscribers who recognized any one or more of the products was 32%.

Studies such as these are a continuing project at McGraw-Hill. They are designed to provide a better understanding of how good advertising in good business magazines helps create more sales.

By concentrating your advertising in one or more of the McGraw-Hill magazines serving your major markets, you can increase recognition of your products among the key buying influence factors.

#### RECOGNITION TRENDS FOR EIGHT PRODUCTS ADVERTISED IN A BUSINESS MAGAZINE

Per Cent of Subscribers Recognizing Company as Manufacturer



From Laboratory of Advertising Performance Sheet 5193: Recognition was measured by ability of subscribers to associate with Company the products it manufactured. Questionnaires were sent to separate cross-sections of 1,500 subscribers for each of first two surveys. For the final mailing, every other name in the two previous lists was selected to provide a comparable group of 1,500. From the first mailing, the 186 replies from subscribers who could not have seen the first ad in the campaign were analyzed. To get a copy of Sheet 5193, contact your McGraw-Hill office.



# McGraw-Hill Publications



McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N.Y.

Media/Scope, August 1958



# Mediascope

published by Standard Rate & Data Service

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## COVER:

Dr. E. L. Deckinger, vice-president and media director, Grey Advertising Agency, Inc., New York. Oil painting by Merlin Enabnit.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. Printed in U.S.A. Accepted as controlled circulation publication at Lafayette, Ind. Copyright 1958 by Standard Rate & Data Service, Inc. Subscription rates: U.S. and Possessions and Canada, \$3 a year, \$5 two years, \$7 three years. All other countries, \$6 a year. Change of mailing address must be received by the Circulation Department four weeks in advance of publication date.

# FIRST in Contractor Circulation— Contractors and Engineers



**Here's how 'Contractors and Engineers' selective (controlled) circulation policy produces broad contractor coverage and depth circulation with certified purchasing influence.**

## 61% more construction companies

Free to choose readers, CONTRACTORS AND ENGINEERS' Circulation Department has produced the best contractor coverage available in construction publishing. Clearest proof of this is the fact that C&E goes to 8,133 more construction companies than CONSTRUCTION METHODS.

	C&E	CM	CE
Contractor Circulation	34,167	29,323	32,299
Contractor Companies	21,383	13,250	Not Known

Since a contractor has but to qualify (by type of work and volume of business) as a construction purchasing influence to begin receiving C&E, our lists contain virtually all large construction firms, many medium-size companies and some small enterprises.

**Quality control of depth circulation... Advanced circulation techniques assure C&E advertisers that C&E's depth circulation in large companies consists of men with purchasing influence.**

When a company's growth warrants an increase in the number of key personnel receiving C&E, the highest-ranking executive already on the list is asked to nominate the prospective recipients on a special form. Instructions clearly specify that the single criterion to be followed in choosing new readers is "could they influence the kind of equipment and materials we use on a job?" (See facsimile). The names submitted are certified as purchasing influences by the company executive and job titles are reviewed by C&E's Circulation Department before the new names are added.

## C&E Circulation Most Up-To-Date

Since we choose the reader, C&E's circulation is the easiest to change to conform with the changing status of personnel in a constantly changing industry.

Men with newly-acquired authority are checked against C&E's circulation lists as soon as their status becomes known. If they are not already on our lists, they are immediately added.

# Contractors and Engineers

magazine of modern construction

470 Fourth Avenue, New York 16, N.Y.

Chicago, Illinois	Cleveland 14, Ohio
2100 Daily News Bldg.	1814 Superior Bldg.
Financial 6-4611	CHerry 1-1755
Lookout Mountain, Tennessee	Los Angeles 27, Calif.
121 North Hermitage	1870 Hillhurst Avenue
Taylor 1-2853	NOrmandy 5-5140

A Bittenheim Publication

Media/scope, August 1968

(actual facsimile of form, names fictitious)

## NEW RECIPIENT FORM

The following names are nominated to receive complimentary copies of CONTRACTORS AND ENGINEERS.

Mr. John S. Saythe, V.P.  
Saythe Constructors, Inc.  
3421 Able Avenue  
Montgomery, Arizona

*Note:*  
this top executive  
nominates men in  
his company to receive  
Contractors and Engineers  
on this basis

INSTRUCTIONS....the single criterion to follow in choosing new readers is "could he influence the kind of equipment or material we use on a job? This, of course, might include not only top executives, purchasing agents, chief engineers, and equipment managers, but also field men at the project manager or construction super level, and the top man in the maintenance shop. Anyone who meets the above criterion—regardless of actual title—merits your consideration to be placed on the enclosed "New Recipient Form".

Arthur G. Elmford  
Project Manager  
Box 423  
Arden, Arizona

Ben L. Fergus  
Equipment Manager  
3421 Able Avenue  
Montgomery, Arizona

*Note: names certified  
as buying influences  
by company executive*

(certified by)

*John S. Saythe*  
Vice-Pres  
May 12, 1968



**MEDIA/SCOPE**

Serving the media-buying function

**PUBLISHER**

Walter E. Botthof

**EDITORIAL STAFF**

Walter Barton, *Editor*  
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Ephraim A. Lewis, *Associate Editor*  
George A. Swishhelm, *Associate Editor*  
Marilyn Kirschner  
*Editorial Associate*  
Ann Maher, *Editorial Assistant*  
Lincoln W. Mott, *Art Director*  
Dr. H. P. Alsbaugh,  
*Marketing Consultant*  
Harry J. Johnson, *Research Consultant*

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Thomas W. Carr,  
*Advertising Sales Manager*  
Leonard T. Giarraputo,  
*Eastern Advertising Manager*  
B. Chester Waddell, *District Manager*  
C. A. Braunniger, *District Manager*  
EVANSTON—  
William B. Birdsall,  
*Western Advertising Manager*  
Theodore B. Breskin, *District Manager*  
Warren A. Daniels, Jr.,  
*District Manager*  
LOS ANGELES—  
Don Harway & Co.,  
*Pacific Coast Representative*  
George J. Heitz, *Promotion Manager*  
A. G. Gibbs, *Circulation Director*  
Bernard F. Kroeger,  
*Circulation Manager*  
Dorothy Vaaler,  
*Advertising Production Manager*

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C. Laury Botthof, *President*  
Albert W. Moss,  
*Executive Vice President*  
E. L. Botthof, *Secretary*  
Frank J. Ceithaml, *Vice President*  
John F. Klatt, *Executive Director*

**EDITORIAL AND  
BUSINESS OFFICES**

**PUBLISHING & EXECUTIVE OFFICE**  
1740 Ridge Avenue  
Evanston, Illinois  
Hollycourt 5-2400  
**MAIN EDITORIAL & SALES OFFICE**  
420 Lexington Avenue  
New York 17, New York  
Murray Hill 9-6620  
**PACIFIC COAST OFFICE**  
Don Harway & Co.  
1709 W. Eighth St.  
Los Angeles 17, Calif.  
Hubbard 3-5141



## What Do Agency Managements Say?

Considering the enthusiasm which continues to be expressed across the nation by readers of MEDIA/SCOPE who are vitally concerned with the highest standards of practice in the media-buying function, and, bearing in mind also the fact that not only the individual but the company also will benefit from the organization of local media associations and their national counterpart, the whole idea would seem to merit the support and endorsement of leading advertising agencies as a step in the right direction.

Though many of those who have already endorsed the plan serve in an executive capacity with advertising agencies, there is little doubt but that an open declaration by members of the official families of some of our larger advertising agencies would give tremendous impetus to the whole idea.

As we look ahead to what promises to be the fabulous 60's, we must anticipate a very substantial increase in the number of advertising dollars which will funnel into all conceivable media through the increasing ranks of those charged with the responsibility of accounting for an ever better performance.

Not only will the recruitment program over the years impose an additional burden on the experts in the field, but the top men themselves will be faced with new problems of analysis and efficient research and creative ability to make the advertising dollar steadily more effective, and thereby encourage increased volumes of advertising in all media.

Is this not worthy, then, of the support, the blessing, and the encouragement of top advertising officials who stand to gain as much, if not more, than any individual media expert?

*Walter E. Botthof*



# HAMILTON

*Hamiltonians enjoy such excellent shopping facilities as Canada's largest shopping centre and one of Canada's greatest downtown shopping areas.*

## **METROPOLITAN HAMILTON PER HOUSEHOLD INCOME 3rd HIGHEST IN CANADA**

According to latest Sales Management figures, retail sales in Metropolitan Hamilton stand at \$317,239,000, which is a retail sales figure *greater* than that of London, Peterborough and Kingston *combined*. Per household income at \$6265.00—*now 3rd highest in Canada*.

Further indication of Hamilton's growing prosperity is in its unprecedented industrial expansion. This year, for example, industrial expansion will include: a \$250 million Ontario Hydro Steam generating station on Hamilton's harbour front; a \$20 million harbour expansion program to be completed by 1961; and the completion of a \$28 million Bloom Mill as part of a continued expansion program at the Steel Company of Canada, the nation's largest steel producer.

Currently planned industrial expansion over the next few years will total over \$300 millions. The effects of this expansion will be felt in the form of more employment and added buying power.

Sell this rapidly growing market with the only newspaper that provides effective, complete coverage of Hamilton—The Hamilton Spectator.

## **HAMILTON—CANADA'S 5<sup>th</sup> LARGEST CITY\***

**Bigger than Windsor, Sarnia and Fort William combined!**

The Hamilton Spectator is the major newspaper serving Canada's 5th largest city. Out of a more than 100,000 circulation, *over 83,000 Spectators are bought daily in Hamilton City zone as compared with Metropolitan Hamilton's over 80,000 families.*

For complete advertising and marketing information on Hamilton, contact The Hamilton Spectator.

# The Hamilton Spectator

\*D.B.S. 1954

**One of the Eight Southam Newspapers in Canada**

**TORONTO**  
The Southam Newspapers  
388 Yonge St.  
K. L. Bower, Manager

**MONTREAL**  
The Southam Newspapers  
1070 Bleury St.  
J. C. McCague, Manager

**GREAT BRITAIN**  
34-40 Ludgate Hill  
London, E.C. 4  
England

**UNITED STATES**  
Cresmer & Woodward Inc. (Can. Div.)  
New York, Detroit, Chicago  
San Francisco, Los Angeles, Atlanta

GO-4849



## Media/forum

### QUESTION:

*Do you think toll TV will be accepted by the public on a scale large enough to make it profitable?*

DAN KANE, broadcast media director, Ellington & Company, Inc. — Toll TV proponents looked to Bartlesville for the answer. Now the



experiment has suffered a "temporary" demise. Why? It was first estimated that 2,000 subscribers would be needed to turn a profit. By December, subscriptions dropped from a high of 500 to a "crisis" low of 300 homes. Programming service was increased and subscription price reduced. Still, losses for its last four months totaled some \$40,000, in a city with better than average income. Commercial TV provides excellent programming to millions of homes. The American home is "freedom" minded and commercial TV is free... even if not free of commercials. There's a long, hard road ahead for toll TV!

JOEL MARGOLIS, assistant director of media research, Grey Advertising Agency, Inc. — Some enterprising individuals will certainly devise a



promotable system to profit from toll TV. However, the major issue is its probable effect on TV as a vehicle for effective advertising. I don't think toll will make the significant contribution to present programming to be worth its cost to subscribers. But it would seriously disrupt commercial television, which contributes to our economic health. Assuming that pay TV will eventually carry advertising, it would, at the least, deteriorate good relations among networks, stations, agencies, and advertisers. Its worst result would be to deprive the advertiser of much scarce commercial time.

B. ALLEN MAYS, advertising director, The Hecht Co., Washington. — I believe that a limited amount of toll TV, run only during special occasions



such as big sports events... the world series, top football games... might draw large enough audiences to pay off. For those with less sporting blood, the broadcasting of top Broadway shows, and such really good spectacles as Peter Pan, could well bring in a profit to toll operators. However, I doubt very much that continuous telecasting could maintain the quality necessary to squeeze money from a population accustomed to free viewing of anywhere from two to six channels of advertiser supported programming. My answer is that I doubt regular, nation-wide toll TV is feasible.

LILLIAN J. STEINDL, media buyer, Doherty, Clifford, Steers & Shenfield, Inc. — With strong, but subtle publicity, toll TV will be accepted. There



definitely is room for it, without harming currently available programming. But it must be handled carefully. Bartlesville doesn't prove that toll won't work. It only shows that it can't be forced on the masses. If there was a gradual offering of "spectaculars," first-run movies, Broadway shows, and sports events, at a nominal "unscrambling" fee, the public would be willing to pay. The ideal situation would be toll TV alongside regular shows. The result would be first-rate entertainment from both free and toll-TV, and elimination of grade "B" programs.

# WRCV

IS NUMBER 2 IN  
PHILADELPHIA...  
AND IT TAKES 2  
RADIO STATIONS  
TO COVER THE  
NATION'S #4  
MARKET!

Contact WRCV or  
NBC Spot Sales

**WRCV • 1060**

Sold by NBC Spot Sales

Source: NSI, Philadelphia Area, April-May '58

# MUSKEGON...Selected for A&P's first Colonial Super Market in Michigan



This additional A & P Super Market for Muskegon was recently opened at 1447 W. Sherman Blvd.

National and Regional Advertisers do well to select The MUSKEGON CHRONICLE for their ad programs. The nation's largest food retailer, in selecting Muskegon for its first colonial-style super market in the state, did so with complete confidence in its success because of the above average food expenditures by the more than 44,000 "Chronicle Families".

Food is a 93 million dollar annual business in the big and growing Muskegon market. In selecting The Muskegon Chronicle for their sales promotion, progressive advertisers can be confident of complete success in their advertising campaigns. The assurance is in the Chronicle's 99% coverage of the 100,000 people comprising Muskegon's metropolitan area.



## THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St. San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

A Booth Michigan Newspaper

# Scope on Media

A LOOK AROUND  
AND A LOOK AHEAD

## NEW STUDY OF MAGAZINES

Diligent search by the Magazine Advertising Bureau for a broad study that will satisfy all publishers (as the ill-fated Advertising Research Foundation project could not) is apparently paying off.

An important first step is the retention by MAB of Stewart, Dougall & Associates to conduct a pilot study of the nation's magazine audience. Field work (now underway) will be completed by late August. A report will be ready by late September.

This news is significant for two reasons. First, it means that MAB has dropped (temporarily at least) its hunt for a purely qualitative study (i.e., a study of attitudes of consumers towards magazines). What the publishers wanted, it's said, was a study demonstrating the prestige and value of the magazine medium, which wouldn't step on anyone's toes. But the sales picture in the magazine business during this year's first half apparently created second thoughts in favor of something more concrete.

Second, the Stewart, Dougall study will contain data for attack by magazines on television as a medium.

If the Stewart, Dougall test proves out, the major research study will undertake to answer such questions as these:

How many people read magazines? How many can be classed as heavy magazine readers? How many people watch television? How many are heavy television viewers? How do people apportion their time during a week—how much television viewing, how much magazine reading? What kind of people watch television heavily? What kind of people read magazines? What are their buying habits, incomes, their social habits? What kind of customers are heavy TV viewers, what kind heavy magazine readers?

In short, the study will measure the magazine audience in direct relation to the television audience, from the point of view of both quantitative (number of people) and qualitative (type of people in relation to advertisers' needs) factors. The Stewart, Dougall firm in 1947 made a similar study of quantitative audience factors for the MAB.

## AD TAXES UNCONSTITUTIONAL

The Baltimore advertising taxes now have one foot in the grave and there is reason to hope the other is on a judicial banana peel. Circuit Court Judge Joseph L. Carter really "threw the book" at the tax ordinances when, after an extended hearing, he held them to be unconstitutional.

The ruling, handed down in July, may have been the result of some earnest "Fourth-of-July thinking" by the Court. This conclusion seems justified since His Honor coupled the Baltimore advertising taxes with such his-

torically anti-American efforts as "the infamous stamp tax imposed by England" and the efforts of Huey Long to tax the Louisiana press.

Judge Carter left no doubt about his feelings. He called the current tax such things as "unconstitutional," "discriminatory," "special burdens," violative of "fundamental guarantees of freedom of the press," "invalid, void," "violations of the due process clause of the Constitution," "beyond the taxing powers of the mayor and city council," and "vague, indefinite and ambiguous."

Of course, this is only the first step. The Baltimore City Solicitor announced promptly that an appeal would be taken to the Maryland Court of Appeals.

However, we have a hunch that the future of these taxes isn't too good. The burden is now on the city; the Court's decision seems judicially sound; the taxes themselves have already been repealed as of next January 1.

## WHAT DO MEDIA BUYERS READ?

Over the past nine months of its publication, MEDIA/SCOPE has taken a tally of readership of articles in each monthly issue. Subscribers are asked to tell which articles they read most of, which they read some of. Following are the articles which ranked in the top 10 places in overall readership, on the basis of a random sample of 500 subscribers:

Article	Per Cent Who Read Most or Some	Issue
1. "This Is Compton's Media Philosophy."	95	November
2. "How Much Are Media Directors Paid?"	90	April
3. "How to Treat Space Salesmen"—Sadler.	89	June
4. "Should Account Executives Be In or Out of Media Planning?"—Cowan.	88	January
4. "21 Pitfalls of Media Selection"—Parker	88	January
5. "Inadequacies of Cost per Thousand"—Hynes.	87	May
6. "Media Have Right to Refuse Advertising"—Simon.	81	April
7. "Avoid Buying on a Statistical Basis"—Findlay.	80	May
8. "Media Buying at Cunningham & Walsh."	79	June
9. "How Good Is Our Media Buying?"—Dobberteen.	78	October
9. "Magazines—Crisis in a Recession"—Kobak.	78	June
10. "Scope on Media: A Look Around and a Look Ahead."	76	February



## Scope on Media

### ROADBLOCKS FOR NEWSPAPERS

Pressure for clarification and simplification of advertising rates is developing as media seek measures to encourage advertisers to maintain and increase their schedules. The campaign was touched off in MEDIA/SCOPE in February by Dino G. Valz, media director of Sutherland-Abbott, in Boston, who criticized "Those Advertising Rate Cards—Indispensable budget-making tools whose ambiguities cause such needless frustration to buyers of mixed and multiple-space units." Then the AAAA published a booklet, "Advancement of Business Publications Advertising," which had much to say about rate cards. It recommended a standard format, complete information, and clarification of rate structure, and suggested phraseology for clear presentation of information and notification of changes in rate cards.

Another important forward step was taken by Standard Rate & Data Service, which published in June "A Plan for Clarification of Business Publication Rate Technology." Within a week after the booklet was issued, C. L. Botthof, president of SRDS, reported that 225 publishers had indicated to him their general acceptance of the rate clarification plan.

Confusion does not exist only among the business publications, however. The newspapers also have a difficult situation. Take those differences between national and local rates. In September's MEDIA/SCOPE, for instance, A. J. Cusick, of the SRDS organization, will ask: "Are Newspapers Lowering the National Rate Barrier?" and will spell out the answer as he sees it.

In the meantime, however, a very provocative talk on the subject of newspaper rates has been made by Mayo C. Seamon, advertising director of the El Paso Herald-Post. Addressing the Newspaper Advertising Executives Association, he discussed "Roadblocks in Newspaper Advertising," and maintained that:

"We have all kinds of different rates—we have retail rates and general rates, also local-general rates. We have open rates, contract rates and flat rates. Amusement rates, circus rates, carnival rates, political rates, church and charity rates, distributor rates, automobile rates, financial rates, suburban rates, and a lot more. But that isn't all. We have line rates and inch rates—and some papers sell by the square. About the only more complicated thing we could do would be to print our rate cards in ancient Hebrew and Sanskrit. Even then, they might be more understandable to some of our advertisers."

Mr. Seamon told what had been done in El Paso to simplify rates, and his story is an object lesson to newspapers everywhere which are plagued with unnecessarily complicated rate structures. His conclusion was, "Let's inventory our merchandise—Newspaper Advertising. Let's start selling it OUR way, in OUR LANGUAGE, and let's

make it easier and more attractive to buy."

To which buyers of newspaper space everywhere will give a hearty Amen!

### AS THE PAGE FOLDS

Magazine publishers are sitting up nights, folding dummies in all different directions, to figure out exciting new multi-page combinations to offer the advertiser.

There are gate-folds, French folds, Dutch doors, and other gadgets galore. They run from two pages to 12 pages and beyond. They open up from half-page size to poster size advertisements.

*The Saturday Evening Post* is promoting the whole bag-full of unusual advertisements under the name of "Post-aculars." *The Post* practically says to the advertiser "Figure out your own fold—we'll run it."

Of course, *The Post* has no monopoly on this idea. *Reader's Digest* and others have been offering gate-folds for some time. *The Digest's* advertisers seem to like particularly the three-page one that folds out from the third-cover. That position is said to be all but sold out for the coming year.

*Life* announced early this year that it would take gate-folds, and the six-pager that ran in *Life* and *Satevepost* in June gave a hint of how the magazines are out to sell the idea.

Six pages each in *Life* and *The Post* takes a lot of gate-folding money. With the exception of an occasional super-promotion, that's more than one company would care to sink into one advertisement. So, following the example of TV, the magazines are lining up cosponsors. It's an interesting space-selling job.

First, the magazine has to make up a triple-bed that several big advertisers would want to climb into together (in the June advertisement, it was a summertime ice-cream-and-cake promotion). Then they have to line up a trio of advertisers (June's was General Mills, Carnation, and Pan American Coffee Bureau). Then they have to get the advertisers to agree on who gets top billing, and how the various positions will be divided up. Then they have the unenviable job of getting three agency creative departments (in June it was BBDO, Erwin Wasey, and Fuller & Smith & Ross) to settle on what goes into the advertisement.

The space boys are proving they can do this super-man job. Now, if the advertisements prove they can do the extra jobs expected of them, the magazines will find they have a valuable new product to sell.

A product, incidentally, that their arch competitors, the newspaper-distributed Sunday magazines, should find it very difficult to horn in on. Their high-speed rotogravure printing, on thinner newsprint, that can't print color back-to-back, would have a tough job with such shenanigans.



Best-selling weekly magazine in America



## The whole family reads TV Guide... and they read it every day

If ever there was a family magazine, this is it.

Just as the whole family enjoys television, they all enjoy TV Guide, the one national magazine that covers television exclusively and in depth.

And just as they watch television every day, they read TV Guide every day. Not only for the program listings, but for news, articles, commentary and other editorial features on every subject touching television.

They do this for a reason so obvious that it is easily overlooked: *TV Guide helps them enjoy television more.*

It's a good reason...good enough to have attracted virtually one million new TV Guide families every year for the past five consecutive years, a record of growth unparalleled in publishing history.

Our picture? Yes, it's posed...but true to life. Now may we pose a question? Isn't it time you put TV Guide on your next advertising schedule?

### TV GUIDE GOES ALMOST EVERYWHERE...YET YOU CAN BUY JUST THE COVERAGE YOU NEED!

The circulation of TV Guide magazine is concentrated in counties where 97.9% of all U.S. families live, and where 98.2% of all retail sales are made. Yet TV Guide offers *selectivity* unmatched by any other national magazine. You can buy any combination of 50 regional editions, to reach the markets you want. You pay only for circulation you can use.

**CIRCULATION:** 6,428,276 (A.B.C. Publisher's Interim Statement, first quarter 1958). 6,500,000 circulation base effective October 4.

**COST PER THOUSAND:** Black-and-white page rate, \$2 per thousand—lower than that of any other major national magazine.

## A WEEKLY MAGAZINE...A DAILY HABIT

Clara Simmons Knows

## She's Seen the Long Beach Market



Media Buyer, Grey Advertising Agency, Inc., New York

*She says: "To visit the Long Beach market emphasizes the findings from facts and figures and you become aware of the great sales potential of your product."*

More than 49,700 homes have been completed in the last three years in the Metropolitan Long Beach area and 6,233 are under construction. Few areas in the United States have shown such spectacular growth.

The Independent, Press-Telegram is read by more than 7 out of 10 Long Beach families. No Los Angeles daily reaches even 1 out of 10.

Sources: Homes: Special survey by Independent, Press-Telegram circulation department. Audit Bureau of Circulations report 3/31/57.

**Independent  
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally  
by

RIDDER-JOHNS, INC.

## Trade Talk



Dave Wasko

**Blooper . . .** A newly appointed media director, with years of buying experience behind him, recently made a remark that may have embarrassed his superiors a little. He said that the "media function has changed greatly in recent years. We are studying markets as well as publications." Media buyers who have been around a lot longer than he have always had to study markets in order to do the job properly for their clients. Could it be that he's a little "shook up" by the so-called new marketing concept?

**New Medium . . .** Kenneth P. Garner, president of Mobilboard, Inc., says he has the answer to cover highway traffic on the move. Signs on the rears of 35,000 trailers traveling on the nation's highways cover motorists there and in the cities and towns they pass through. He feels that they cover motorists when other advertising is negligible or non-existent. He apparently doesn't feel that outdoor advertising units and 30 million car radios are much competition for his head-on displays.

**"Versatility Unlimited" . . .** The Bureau of Advertising's new film was beautifully executed. It not only told the advertising fraternity everything it already knew about newspapers, but also educated it on inventions of Leonardo Da Vinci. The film brought out how the papers, with their varied editorial content, provided an audience for advertising which was limited only by the advertising creators' imaginations. It might help the newspaper sales records if the Bureau could convince all of the papers that they should accept the product of creators' imaginations. Some papers still will not accept the desirable Wrigley schedule because the advertisement has an odd shape. "Advertising Linage Unlimited" might be the result of the newspapers' acceptance of "imagination unlimited." Other media have cashed in on it!

**Hot Stuff . . .** Rumor has it that publishers at this year's ABP convention were handed the suggestion that their space salesmen should be sure to reach the management men who really make the space-buying decisions, rather than those whose opinions are checked "upstairs." Perhaps someone ought to tell these publishers that smart management men rely on facts flushed out by their media buyers. The interesting thing about all this was that at another business paper convention, a BBDO media supervisor was telling publishers that in a survey he made, only two out of five publishers gave an intelligent appraisal of their reader markets.

**Media Minded . . .** More and more, advertising agencies are holding orientation sessions for media representatives. The philosophy behind this "back to school" movement is that the reps can better supply more useful information to agencies in behalf of their clients if they understand a little more about the advertisers' problems.

**Insolent Inquiries . . .** To date, Outdoor Advertising Inc. has sponsored two Starch studies "to determine the attitudes consumers have toward outdoor advertising." All interviewing was restricted to the standardized Outdoor medium and to persons 10 years of age and over. The studies show that a large majority of those interviewed have a favorable attitude towards outdoor. The questions being asked? What percentage of those interviewed are younger than 16 years? How clearly do young teenagers understand the difference between standardized units and others? To what extent are these young teenagers qualified to judge the good or bad taste of outdoor copy? How far in the future do these future customers become buying consumers? Regardless of the answers to these questions, we at least know that this selling medium is popular with the public. ■



## Media/quotes

### COST OF EFFECTIVE FREQUENCY

All spot schedules will show a large spread in the number of messages heard by individual homes. A low-cost-per-thousand schedule may be concentrating too many of its messages among a small group of homes to be efficient in a real sense.

This is what cost-per-thousand hides. If we divide the audience reached by a spot schedule into five equal parts, from most heavily to least heavily contacted homes, a good amount of waste coverage may appear. In many cases, the 20 per cent reached most often by the schedule have received more than 30 messages per home. For many advertisers, half this number of messages would be equally effective.

A spot buy delivering a good cost-per-thousand can be oversaturating one-fifth of the homes it reaches with almost two-thirds of all commercial messages delivered. This is not efficiency in any sense. Any real cost-efficiency yardstick of time buying must ask, "How many *different* homes are being reached with *effective* frequency, and how much does *this* cost?" — GEORGE E. BLECHTA, vice president, A. C. Nielsen Co., before Television and Radio Club of Philadelphia.

### WHAT AGENCIES MUST DO

The agency must realize that:

1. We believe the agency is in business to serve its clients, the advertisers.
2. We are in a position where we must obtain maximum results from the expenditure of our *total* advertising dollars, including those expended in the form of agency compensation.
3. In all other phases of our business, we are accustomed to control of costs, to knowing what we are getting for our outlay of funds.
4. Most of us believe we should have the opportunity to determine what available agency services we are going to use, to what extent we are going to use them, and to negotiate with the agency the proper compensation for such services.—DONALD S. FROST, vice president, Bristol-Myers

Company, and chmn., Agency Relations Committee, ANA, before special ANA meetings on agency relations.

### MARKETING CONCEPT

Everything you do, how you conduct yourself, how you direct your efforts, as well as what kind of advertisements you run and where you run them, should reflect your devotion to the whole marketing job, not just to your special part of it.

You might find yourself yielding a

few of your precious budget dollars for an extra market survey which might make not only the rest of your advertising more effective, but also direct the whole selling effort into more productive channels.

If marketing is to work in our respective companies the marketing team must be stronger than the sum of its parts.—JOHN L. GILLIS, vice-president marketing, Monsanto Chemical Co., before National Industrial Advertisers Association, St. Louis.



The best "copy" for Tourist Court Journal is a copy of the magazine itself. Have you seen it lately? It's Great Reading for motor-court operators — and therefore Great Selling for every advertiser interested in this \$8-billion-plus market.

P. S. See our advertisement in Standard Rate & Data Service.

## TOURIST COURT JOURNAL

Temple • Texas

Advertising Representatives

CHICAGO: Clarence Engdell, 612 No. Michigan Ave. • NEW YORK: A. B. McClenahan, 295 Madison Ave.  
PASADENA: J. W. Conrow, 1176 Woodbury Rd. • ATLANTA: Larry Weaver, 1447 Peachtree St. N.E.

# 70,000 Times a Day

Every day in the year \$120,000,000 worth of original, non-routine purchases are made by American Industry. To locate sources of supply for this vast demand, purchasing men refer to Thomas Register 70,000 Times a Day.

*TR produces consistent inquiries for consistent advertisers*  
**AT LOWEST COST!**

## THOMAS REGISTER

461 EIGHTH AVENUE  
NEW YORK 1, NEW YORK  
Telephone OXford 5-0300



## Letters from Readers

DOBBINS, WOODWARD & COMPANY • SOUTH ORANGE FEDERAL BUILDING • SOUTH ORANGE, N. J.

### MEDIA EVALUATION DATA SHEET

To avoid omissions that might prevent maximum consideration of your publication in media discussions with our clients, we ask that you summarize your sales story on this sheet. . . . Be brief, specific and factual. Confine your discussion to the way your publication can fit into the marketing program of: Client

Publication: \_\_\_\_\_ Represented by: \_\_\_\_\_  
Field(s) Covered: \_\_\_\_\_ Phone No. \_\_\_\_\_  
Date: \_\_\_\_\_  
Leave this space blank

### MEDIA DATA SHEET

We thought you might be interested in seeing a copy of a new form we have worked out and incorporated in our media procedures.

Each media representative calling on Dobbins, Woodward & Company receives one copy of our "Media Evaluation Data Sheet" for each client of ours that he feels is a hot prospect for his magazine. Also, each of the reps of those magazines we are presently using receives a copy.

When the Data Sheet is filled out and returned (along with a current circulation statement), our media department analyzes the information, then highlights what we believe to be the most valuable data in forming our recommendations — one way or the other. Then, when planning time comes along, we compile all the data sheets for one client and bind them into a single notebook along with our budget proposal, media recommendations, and any other pertinent information. Thus, at our media discussions with our clients, we can quickly show our reasons why we selected any one medium. — DAVID A. KENDALL, media director, Dobbins, Woodward & Co., industrial advertising, South Orange, N. J.

### COOPERATIVE SELLING

The publisher and the staff of this organization have just awarded Lionel Kaufman the honorary designation of Genius based on just one sentence from his fine column in the July issue of *MEDIA/SCOPE*:

"Think what the newspaper-distributed Sunday magazines could do by

selling their combined story instead of taking pot-shots at one another."

In the same issue, our full-page advertisement on page 18 includes this statement: "Alone, or in combination with other Sunday magazines, *Family Weekly* adds important coverage and impact to your advertising and marketing program." It is tremendously encouraging to us that this point of view of Sunday magazine cooperation should be supported by an independent observer in so influential a trade publication as *MEDIA/SCOPE*. — HARRY E. CLARKE, promotion director, *Family Weekly*.

### QUESTIONS "PREMIUM" TIME

A large audience and confidence by the community in the station are what an advertiser needs and what a station sells.

As to premium time "deals," this approach stems from a misguided notion as to what constitutes really valuable air time. On a good station with a solid audience, "premium" time becomes such because the buyers make it so.

It always seems strange to me that a buyer will purchase a 6-rating between 7 and 9 A.M. and between 4 and 6 P.M. at two-and-a-half times the cost of a 5-rating at 10 P.M. That doesn't sound like good business to me and, while it may seem like an easy way for a harassed buyer to get what he thinks is a sure-fire audience, there is a better way of getting much better results. How? Work in close cooperation with the station. Present your case to the station and let the station's own sales

service help you map out the best possible air time selling pattern.

Except in the case of soaps and similar programs, you can't pinpoint an audience today. There are many factors that make for audience response, and even traditional concepts of time slot effectiveness don't hold up any better than antiquated ideas on audience composition. The buyer may not know it, but a 2 to 2:30 slot may be hot because of a particular personality pull. The station would know, and could arrange a good buy accordingly. Audience and response are what the buyer wants, promotional gimmicks and breaks on premium time are not necessary.

One of our regular advertisers had a fire and wanted extra time to advertise a quick water-damage sale. Because of the emergency, he asked for what he considered prime time, although he admitted he didn't have a large appropriation. With a little effort we finally convinced him to take several spots late at night and early in the morning for considerably less than so-called prime time would have cost. Results? A long line outside the store the very next morning.

The client was amazed. We were not. We knew, from our own studies and promotions about our nighttime and early-morning audience and the response our personalities could produce.

Successful stations today are run by promotion-minded men who have to be as market-wise as any advertiser to build and keep their stock-in-trade, audience and audience response. A station that has sold itself can sell products. —DUNCAN MOUNSEY, general manager, WPTR, Albany, N. Y.

#### "AGATE-PENNY" YARDSTICK

In your June issue, Thomas A. Sinding makes the interesting suggestion that the "milline" rating system is due for a change. Something else might be adopted that would serve the purpose better.

I recall when the milline method of rating was adopted some years ago, and at that time it met a need. However, we have been placing space for 28 years in newspapers and magazines throughout the country and have never found that the milline circulation appraisal fitted our needs, probably because most of our adver-

tisements have been for less than page space.

The problem in our estimation is approached from the wrong end. The "milline" yardstick tells an advertiser what he must pay to receive a million circulation. What the advertiser wants to know is, "How much circulation will you give me for my advertising dollar?" A standard of measurement that accomplishes this was worked out by us some years ago. At that time we were placing considerable mail-order space in magazines and newspapers, and from experience we found we had to have a certain circulation per advertising dollar to make the advertisements pay out.

The standard we adopted was the circulation per agate line penny. The New York Times ROP rate, for example, for 1,250,000 circulation is \$2.57 per agate line. Dividing the 1,250,000 circulation by \$2.57 gives you 4,800 circulation per agate-line penny. An advertisement in Life Magazine costs \$50.50 per agate line and covers 6,000,000 circulation. That means that it delivers you 1,200 circulation per agate-line penny.

The agate line-penny yardstick has also proved helpful when analyzing circulations for clients selling through retail outlets. . . .

The same yardstick checked against results secured from various publications has enabled us to rate their readership interest on the basis of circulation. We found that a newspaper of one type, for example, had to deliver about twice the circulation of another in order to pay out. Among magazines a weekly, of course, had to deliver more circulation than a monthly.

Of course, I do not mean to imply that space buying is done purely on quantity of circulation. Due allowance must be given by the space buyer for the character of the publication, its readership, whether enough of the circulation is in the market the advertiser wishes to cover, as well as other factors.

I am passing on the agate-penny yardstick for your readers to kick around. Perhaps they will come up with a better phrase than I have used or a better solution. The "milline" yardstick is due for a change.—RALPH K. WADSWORTH, Wadsworth & Walker, Inc., advertising and market development, Miami, Fla. ■

#### THE HITCHCOCK MEDIA MAN of the MONTH



Mr. Ernest C. Clark, Jr.  
Vice President & Director of Media Research  
Henry A. Loudon, Advertising, Inc.  
Boston, Massachusetts

Mr. Clark says, "Today, more than ever, the advertiser has excellent reasons for using strong, well-read business papers. Because such books provide a wealth of factual data, current news, and informed predictions regarding trends and developments, the decision-makers in industry are reading them from cover to cover. Advertising people are well-advised to make full use of the immense potential that is represented by the business press." From cover to cover . . . this is Hitchcock's secret to success in the metalworking, woodworking and mass transportation markets. Hitchcock publications maintain a quality circulation, interesting in editorial makeup, geared to go to the busy specialist—your prime prospect. Thus Hitchcock's sustained readership . . . cover to cover.

#### THE HITCHCOCK PUBLICATION "FAMILY"

Where editorial leadership guarantees ad readership.

##### METALWORKING

Machine and Tool Blue Book  
Hitchcock's Machine and Tool Directory  
Carbide Engineering  
Grinding and Finishing  
Hitchcock's Machine Tool "Cyclopedia"  
Assembly and Fastener Engineering

##### PUBLIC TRANSPORTATION

Mass Transportation  
Mass Transportation's Directory  
School Bus Trends

##### WOOD WORKING

Hitchcock's Wood Working  
Hitchcock's Wood Working Directory

**hitchcock**  
PUBLISHING COMPANY  
WHEATON • ILLINOIS  
SINCE 1898





Win a woman's confidence...



and  
the  
rest  
is  
easy!

And the surest way to win a woman's confidence is to sell your product in Good Housekeeping. Because Good Housekeeping is the only magazine that creates a climate of confidence for every claim on every page of every issue. How? ... It investigates the products it advertises... checks the claims made for those products... and then guarantees replacement or refund of money if the products do not perform as advertised therein! No wonder more than 12,350,000\* readers believe what they read... in Good Housekeeping



\*LOOK—Pollitz Study

**Good Housekeeping**

A HEARST MAGAZINE

CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING

# TREND TOWARD BLOCK-BUSTERS

By Lionel M. Kaufman

Where, oh where, is that little drop of water that yesterday's advertiser applied so patiently and painstakingly, until he finally wore away the rock of consumer resistance? Why, haven't you heard?—



Today's advertiser is trading in his eye-dropper for a 1958-model Block-buster.

Today, if you want to impress the nation with a big advertising effort, you don't announce a "campaign"; you buy yourself a "promotion." You compress what might have run through many months or many media into one super-spread that steals the whole issue of a major publication.

All sizes of advertisers are going in for this technique—and sometimes it has even more appeal for the little fellow. Studebaker-Packard, for example, can't hope to compete with the Big Three's advertising appropriations, so it hoists itself into the big-time with its own 12-page "automobile show" in the *American Weekly*.

## Block-busters' Many Uses

It's a favorite with those who have something new to announce, like Chesebrough-Pond's 16-pager in *May Redbook*, to herald its new "Beauty Book." Or, General Electric's 16-page insertion this summer in three industrial publications.

It's a way to tell a long-copy story of your business that couldn't get over in a series of short impressions—which is probably why car-financier CIT concentrated on one multi-page advertisement in *Reader's Digest* this spring.

It's a humdinger to merchandise to the trade, especially when you include dealer-listings, as companies like Philco and Simmons do.

But while the dealers may get more excited over one big block-buster than a series of smaller advertisements, I wonder what the total effect is on the

consumer? Dollar for dollar, which will add up to more impressions, and more sales. There's a subject for research.

Of course, we're going to have to learn how to use these big fellows. Just making them bigger and bigger isn't the answer—in fact, the Post Office is watching, with a lean and hungry look, for any that get big enough to carry the publication outside the Second Class Mailing privilege.

But when you see Philco boasting about its "record-breaking" 11-pager in *Life*, and it turns out that five pages are selling copy, and six are nationwide dealer-listings, you wonder if it got its money's worth.

## Meaning of Trend

And now that we've raised enough questions for the advertiser, let's look at what this trend could mean to media and the agencies.

Media? Naturally, if you're going to concentrate in one book, you'll probably want a big circulation. The smaller "also-rans" will be hurt. (I know one mass medium that's doing so well with these spectaculars that it's copyrighting its own trade name for them.)

Agencies? It seems to me that turning out one page for the client, and making 11 plates, would take a smaller bite out of that 15 per cent than having to fill a 12-page advertisement for him.

All in all, though, with advertisers today favoring the hard-sell, the shock-'em-into-buying concept, it looks like this may be the year for the Block-buster.

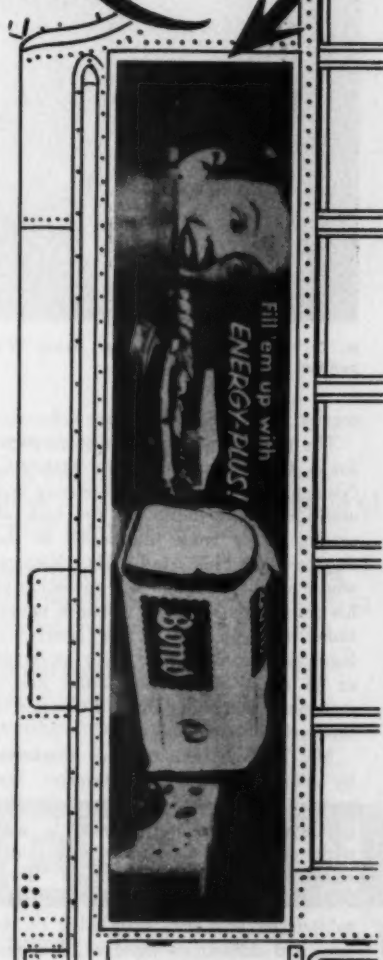
AN OUTDOOR MEDIUM THAT OFFERS HUNDREDS OF PREMIUM LOCATIONS IN ONE DAY'S TRAVEL

81% FOOD OUTLETS — 84% DRUG STORES ARE ON TRANSIT LINES. BRING YOUR MESSAGE TO THE BUYER AT THE POINT-OF-SALE WITH KING SIZE POSTERS — AVAILABLE IN MOST MAJOR CITIES.

For Complete Information Call . . .

MUTUAL TRANSPORTATION ADVERTISING, Inc.

500 Fifth Ave., New York 26, N. Y. Telephone 6-4720  
25 E. Wacker Dr., Chicago 1, Ill. Res. 3-5370



## Men of the Month in Media

### Nielsen Gives Senator Course in TV Ratings

The investigation of the state of network television by the Senate Committee on Interstate and Foreign Commerce is now well into its third year. One would think that by this time the Senators would be jaded by a surfeit of knowledge. As a matter of fact, their appetite for information is as fresh as ever.

This was demonstrated recently when Senator A. S. Monroney (Dem., Okla.), sitting as a one-man subcommittee, invited the heads of the principal television rating services down to Washington to conduct for his committee's benefit a one-day tour of the subject of TV ratings—their nature, their in-



A. C. Nielsen's A. C. Nielsen: Avoid TV's political and social problems

tegrity, their accuracy, their influence.

The tour turned into a *tour de force* for A. C. Nielsen Company's Arthur C. Nielsen, Sr., who turned his strong and astringent personality on the task of erasing error from the minds of the Senator and his staff. Mr. Nielsen, whose vitality, both in the operation of his company's far-flung research operations, and on the tennis courts, is legendary, came armed with an array of 35 charts and photographs, and a statement that runs some 39 pages in typescript.

Mr. Nielsen launched his discourse by sketching the uncertainties and guesswork which characterized the early days of marketing research, and, with characteristic candor, explained his own introduction to the field: "Powered by youthful enthusiasm and uninhibited by any real knowledge of the practical difficulties involved, I organ-

ized A. C. Nielsen Company in the hope of helping American corporations apply, to their marketing problems, the precise and reliable procedures and measurements with which I had become familiar in the course of my studies and practical experience in electrical engineering."

Mr. Nielsen followed this with a brisk tour of the development and present condition of his company and its various services. (He also revealed that A. C. Nielsen has yet to realize a penny of profit from the radio and television services. Mr. Nielsen estimates net loss to date at better than \$12 million.)

The remainder of Mr. Nielsen's statement was devoted to disabusing such persons of their false impressions. He touched on a variety of subjects familiar to men who come in daily contact with television audience research, including the accuracy of small samples and the principle behind the Nielsen Audimeter. He repudiated the suggestion that ratings can be manipulated to favor certain customers, and he rejected the notion that rating services foster uniformity and mediocrity in television programming.

In fact, Mr. Nielsen quite sensibly disclaimed any responsibility at all for the state of TV programming except for providing accurate measurements of audience size, in which networks, advertisers and agencies can base their judgments.

His conclusion may best be quoted in full: "The Nielsen organization recognizes that its function is to measure audiences accurately and thoroughly and to concern itself as little as possible with political or social problems of the television industry. We find it a full-time job to furnish industry with accurate, reliable research of adequate scope and to help our clients in making sound interpretations and applications of our research."

### Alderson's Smith Heads American Marketing Assn.

Wendell R. Smith, the new president of the American Marketing Association, brings to his new post experience acquired during the quarter century which has seen the emergence of marketing as the dominant concern of U. S. business.

When Dr. Smith was graduated from the University of Iowa in 1932, produc-

tion) was king. Today, the promotion and distribution of goods is the most vital concern, and Dr. Smith is right on the firing line.

A vice president of the Philadelphia management consulting firm of Alderson Associates, Inc. (formerly Alderson & Sessions), Dr. Smith is vitally con-



Alderson Associates' Wendell R. Smith: keen understanding by general management

cerned with solving the manifold problems of marketing strategy.

Among them, he gives high priority to the task of measuring advertising productivity and the control of advertising effectiveness, including the intelligent selection of media. His attitude: rather optimistic.

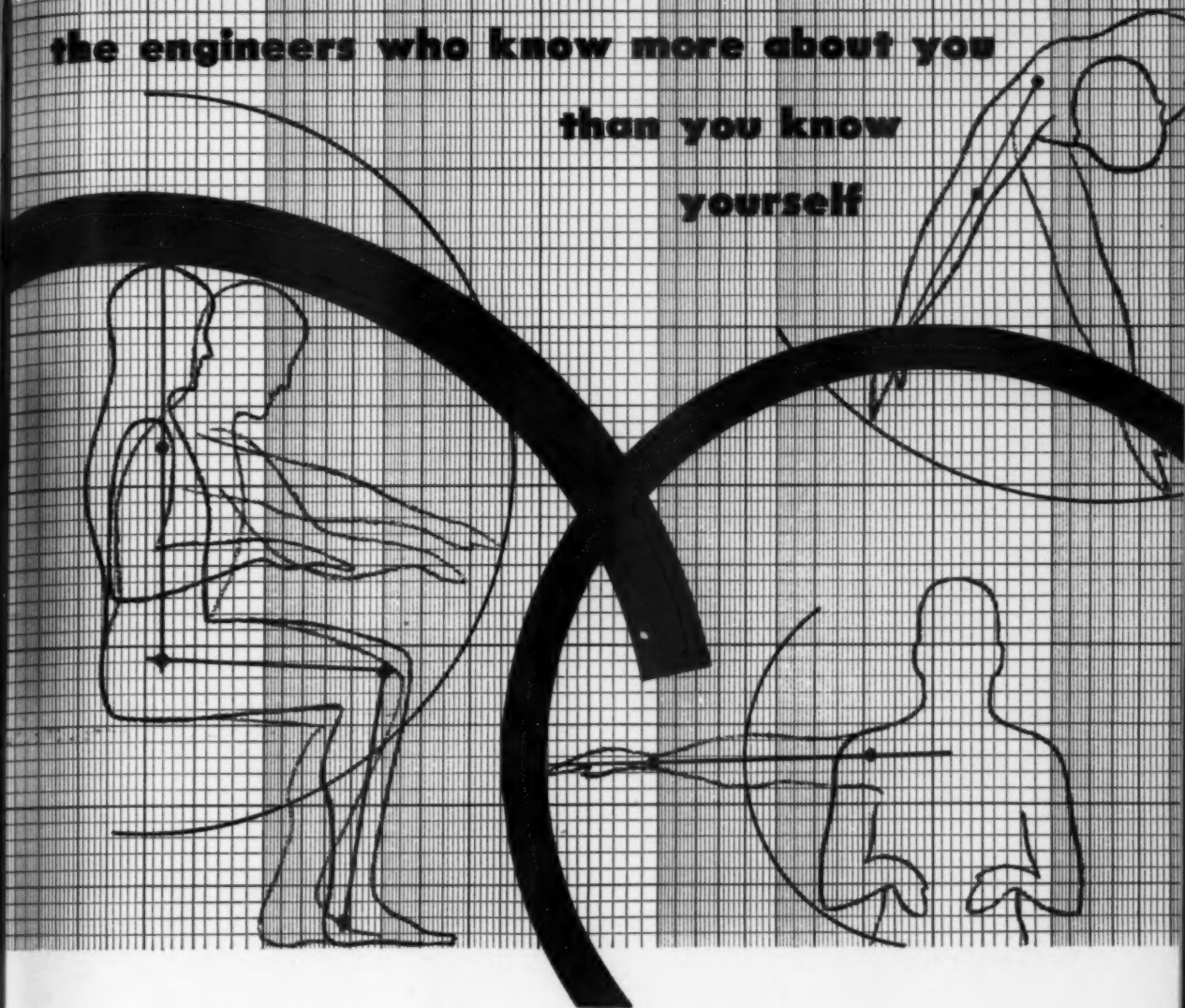
"The application of operations research techniques," he explains, "might represent a major breakthrough. In our previous attempts to get at these things, the large number of factors influencing any given situation was a major problem. The development of mathematical models to measure advertising effectiveness may be a way out."

Dr. Smith is also sanguine on another major problem: getting people to agree on the objectives of advertising before the advertising is carried through. "With the rise of the marketing concept," he adds, "where decisions are made by a team of specialists and general strategists, you are bound to get more precision in planning and evaluation." In short, there's bound to be smoother coordination among all the elements of marketing—selling, advertising strategy, media strategy, distribution, pricing, packaging.

Dr. Smith's forecast for U. S. marketing: "Increasing activity in general management on the part of marketing people, more marketing knowledge."



the engineers who know more about you  
than you know  
yourself



There are many **MACHINE DESIGN** readers in industry today who make it their business to know you intimately . . . your strength, how far you can reach, how well you can use your hands.

This is "Human Engineering", typical of many fields where **MACHINE DESIGN** is the favorite source of basic engineering information. Its products are such wonderful conveniences as the pushbutton drive in your automobile, one-knob tuning on your TV, your telephone dial.

And because **MACHINE DESIGN** plays an important part in developments like these, it is also an outstanding "salesman" of the products, components, materials and finishes engineers need to bring their ideas to life.

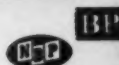
Advertising in **MACHINE DESIGN** gets high readership. Starch and Ad Gage studies show increases as high as 55% in average readership of advertisements over the past two years.

Advertising in **MACHINE DESIGN** pulls inquiries in volume. Inquiry production has grown 40% in the past year, *tripled* over the past two years.

Wherever new products are being developed, you'll find men reading **MACHINE DESIGN**. That's why it belongs on your 1958 advertising schedule.

**MACHINE DESIGN**

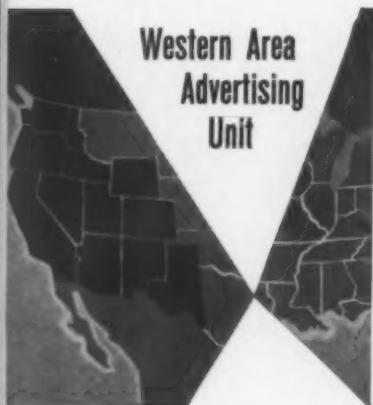
a **Penton** publication  
Penton Building / Cleveland 13, Ohio



# Which of these Newsweek services can make your advertising dollars work harder?

NEWSWEEK's *basic service*—unbiased, complete news reporting and interpretation—has won a high-income, responsive audience of business, government and technical leaders. It provides

an *atmosphere of integrity* that adds impact to advertisements. This basic service is rounded out by many other services that make your advertising dollars work even harder:



Buy NEWSWEEK for the West only. Eleven western states, plus Alaska, Hawaii and western Canadian Provinces.



One newsworthy message per issue, accepted for "Fast-Break" Page five days before issue goes on sale.



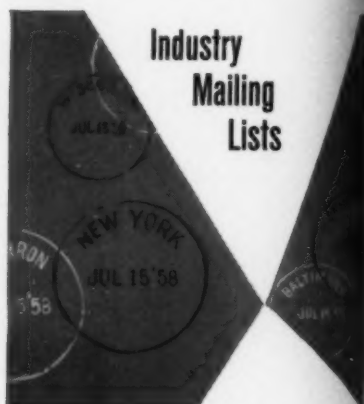
Custom built for you: cover reprints, folders, display cards, mailings to your personnel or special lists.



A special program to bring your dealers to your national advertising picture—and invite new dealerships.



NEWSWEEK's Research Dept. concentrates on providing a broad service of accurate and objective market information and analysis.



A library of specially compiled lists of executives in major industrial categories; business, professional, government leaders.



Formative 16 mm. and stripfilm presentations for group meetings covering selling, marketing, world news, etc.



Your NEWSWEEK Representative has years of experience helping advertisers in all fields. Phone him for full details.



## Scope on People

**MEDIA ACHIEVEMENT:** Harold A. Wilt (right), media buyer of industrial and professional publications, J. Walter Thompson Co., receives the National Industrial Advertisers Association's first Achievement Award from Richard C. Christian, Marsteller, Rickard, Gebhardt & Reed, association vice president. Award was presented for Mr. Wilt's many years of service to NIAA in the area of media. The occasion: the recent NIAA annual conference in St. Louis.



**FIRST IN TOWN:** Robert Elson (left), general manager of *Life*, James E. H. Lovick, president of James Lovick & Co., with Mrs. Lovick, attended a recent reception marking the opening of the Canadian agency's New York office, the first such branch maintained by a Canadian agency.



**SAINTS AND SINNERS:** At Washington's latest Circus Saints and Sinners luncheon session, Robert E. Harper (left), president of National Business Publications, sponsored a reception for Presidential Press Secretary James C. Hagerty (center), the day's "fall guy." With Mr. Harper and Mr. Hagerty is Harold R. Robinson, national president, Circus Saints and Sinners.



**HONORED:** Joe Eves (left), vice president and head of the Chicago advertising sales office of Meredith Publishing Co., is honored with an award for "unique contributions to the stature of Iowa State College" by Douglas Graves, president of Alumni Association. Mr. Eves is an alumnus of college.



**HARD SELL:** To convince Commander Edward Whitehead of Schweppes to use outdoor, General Outdoor Advertising made up a full size free sample using art work from Schweppes magazine advertisement. — Schweppes placed the order.



Add ~~THREE~~ bright stars to the galaxy of prosperous markets in the



**Grand Forks Herald**  
NORTH DAKOTA



**Aberdeen American-News**  
SOUTH DAKOTA



**Ashtabula Star-Beacon**  
OHIO

The addition of these three newspapers plus the natural growth of FAMILY WEEKLY newspapers disclosed by the latest March 31st A.B.C. reports means that FAMILY WEEKLY now delivers to advertisers a bonus circulation of 167,943 copies each week over the circulation on which current rates, effective January 5, 1958, are based.

## *Family Weekly* giant Supercity of Sales

Now saturating 178 markets that account for \$30,391,571,000 in retail sales.

With the addition of three fine newspapers, FAMILY WEEKLY further expands its coverage of America's mighty middle markets, and increases its importance to advertisers.

Here are facts to remember about  
FAMILY WEEKLY's  
giant Supercity market:

**IT'S BIG:** covering 178 markets that serve 26,914,900 people in 596 prosperous counties from coast to coast.

**IT'S PROSPEROUS:** with over \$30 billion in annual retail sales, 15.2% of all U.S. retail sales are made in a market saturated by FAMILY WEEKLY.

**IT'S SOLID:** more than NINE out of every ten families in 178 cities—and an average of over 60% of all families in 596 counties where its coverage is 20% or more—read FAMILY WEEKLY each week.

In size . . . in sales . . . in saturation coverage, FAMILY WEEKLY's 178 market Supercity is essential to any national coverage picture.

Alone, or in combination with other Sunday magazines, the local impact of FAMILY WEEKLY's fine colorgrure in 4,455,685 homes every Sunday, makes it the ideal advertising buy for sure-fire, low-cost results. Your FAMILY WEEKLY representative invites you to make the Map Test to see how FAMILY WEEKLY completes your national coverage picture. Call him soon.

### FAMILY WEEKLY MAGAZINE, Inc.

Leonard S. Davidow, President and Publisher

163 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue

DETROIT 2: 3-223 General Motors Building

CLEVELAND 18: 604 Hanna Building

LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue

SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street

MIAMI 22: J. Bernard Cashion, Chamber of Commerce Building

WORLD'S LARGEST MARKET THAT CAN BE REACHED IN SUCH DEPTH WITH A SINGLE MEDIUM

# WHY RAMBLER'S SALES SOAR IN A DEPRESSED AUTO INDUSTRY

*Firm grasp of a marketing opportunity,  
coupled with creative media strategy and  
tactics, boost sales 80% above last year.*

**T**ODAY the automobile industry is in plenty of marketing trouble, and the nation is feeling the depressive impact.

Stimulants, such as *You Auto Buy Now* whoopla campaigns in local markets are helping some. But even the massive advertising and promotion might of the Big Three does not seem to be enough.

In the press you find stories about a new-type market for passenger cars. To prove the point, there's news about burgeoning foreign car sales and a domestic phenomenon—the American Motors' Rambler.

Although new-car sales are down about 30 per cent for the industry, Rambler's sales are a smacking 80 per cent greater than last year. What's more, this brash, small-car independent is increasing its share of the market—however modest—in a dramatic plunge against the depression tide.

The Rambler is the only American-made automobile moving up in sales and production compared to a year ago.

What are the reasons?

**The changing market is one answer.**

Competing industry leaders, caught in a huge and costly tooling and production bind, are loath to admit this. But they are grudgingly conceding that they may build new-type cars in the next two years. That's the soonest possible time that they can make such sweeping physical changeovers.

It's obvious that something has happened to consumer thinking on the role of the automobile in our society. Size, styling, design, cost, and safety are being searchingly examined and challenged in the public press.

**Dealer dualing is another.**

When Congress passed legislation making it illegal for a factory to cancel a dealer for taking on another line of cars, it gave a big assist to dealers and to the automobile independents. Obtaining enough sound dealers has been a perennial problem—and American Motors has a product many dealers want today.

In fact, the Rambler line, as well as the foreign cars, have kept many dealers in the black despite the hard times now being suffered by the industry.

**A unique product program is a third reason.**

How this came about is explained by George Romney, president of American Motors Corporation, in a speech last fall.

"We are going through a revolution in the automobile industry. Our program is based on outflanking the Big Three. We have developed a unique product position based on the exact opposite of their product philosophy. Our philosophy is to make cars more economical to operate, make them more compact, make them less costly, and build into them all the modern conveniences people want.

"That philosophy is taking hold. We had the problem, beginning three years ago, of turning around two companies that had been losing heavily for some time—and you can't turn around in less than three years. The result is that in 1957, in 10 out of 12 months, we operated in the black, and we have been in the black steadily in the current fiscal year. In the last 10 months we have been acquiring dealers at an unprecedented rate. The level of dealer franchises is three times what it was earlier.

**The Small Car Trend**

"The trend to the smaller car in America is a basic new trend. It is based on the change that is occurring

in the use of the automobile. The auto is still revolutionizing American life. Suburbia is the new direction, and millions of people who have moved into the suburbs need two, three or four cars, and therefore they need less costly units. . . .

"Cars smaller than the Ford, Chevrolet, and Plymouth took 1.2 per cent of the industry in 1955. They took 2.58 per cent in 1956, and they took about five per cent in 1957. In 1958, I am conservative in predicting they will take at least eight per cent of sales in the industry. Currently they are taking over 10 per cent.

"Before the 60's are over, 50 per cent of the new cars in America will be smaller than the present volume-selling cars."

### Rambler Born in 1950

American Motors (Nash-Kelvinator at that time) began making Ramblers in 1950 as higher priced fringe models for the Nash line. The first was a convertible, the second a station wagon.

It is significant that the Rambler has always been a small-type *luxury* car—not a stripped-down, poor man's auto. At the outset, the Rambler was completely equipped with accessories considered optional for most cars.

It is a unique product: the *compact* car. There is room (first five and now six passengers), comfort and the "accustomed" American car ride, plus small size (through unit construction features), economy, and easy handling.

Many credit the Rambler with breaking the barrier for small cars in this country—foreseeing a potential market and offering a product that fits the needs of a good percentage of car buyers today.

On a competitive basis, the Rambler is not like a foreign car. It is said to provide more seating space than the average American car; is comparable to Ford, Chevrolet, and Plymouth. The European cars are said to offer less seating comfort, a noisier and rougher ride, and stiffer handling. The prestige factor—no doubt contributing to foreign car ownership—is limited. Foreign cars have now captured about 6 per cent of the market,

Rambler has captured about 4 per cent.

Significantly, most Ramblers are purchased by the lower end of the market price-wise, the Ford, Chevrolet, and Plymouth prospects. Five years ago, 50 per cent of the cars purchased were in price categories above the low-priced three. Now the trend is the other way around.

**Rambler merely stepped into the marketing vacuum left by the Big Three when their lower-priced cars moved up into the medium-priced category.**

Also important is the fact that Rambler tends to stay away from the highly controversial styling extremes which have characterized many cars today. This, too, is in keeping with trends in the automotive industry.

**A fourth reason for Rambler's success today is the company's advertising efforts, particularly the media strategy and tactics.** Combined with an excellent creative approach (Geyer Advertising, Inc., is the agency), the pay-off has been outstanding.

Interestingly enough, Rambler's advertising appropriation is not on a per car basis. The task to be done is the criterion, rather than the customary practice of the automobile industry.

There are a variety of needs to be satisfied.

One is to establish a strong corporate identity. American Motors was created by the merger in 1954 of Nash-Kelvinator Corporation and the Hudson Motor Car Company.

Another is that Rambler and Metropolitan have become the company's line, with Nash and Hudson being dropped this year. Product images have to be established.

A third is that advertising has to be coordinated with a newly organized dealership organization, partly composed of exclusive dealers, partly of dealers handling other makes.

Ramblers are sold today through more than 2,500 retail automobile dealers. Factory-owned zones are maintained in 21 cities.

The Metropolitan is a two-passenger car, powered with an Austin engine and built to American Motors' specifications and from the company's tooling, by British Motors, England's largest automobile company.

The Metropolitan is sold in this country by Rambler dealers. Abroad it is handled by British Motors and American Motors. During 1955 and 1956 it outsold all imported cars except Volkswagen; and this year is holding its own against much stiffer competition.

Many of the advertising and promotion programs facing American Motors are those of a new corporation. The starting date: 1954.

Previously, Rambler advertising had been tied into Nash. The strategy involved at various times such media as four-color billboards, television, local newspaper, mass circulation magazines and news magazines. Announcement copy was the spearhead. Stressed were product features, such as unit construction and economy.

In 1954, the automotive and appliance sales divisions both agreed to pool their advertising funds for a big-time television program they could sponsor jointly. This was

## Love Letters to Rambler



Olin Harbett

President of Olin's Inc., the world's largest airport car rental fleet, Mr. Olin Harbett of Miami, Florida, recently had the distinction of receiving the largest shipment of automobiles ever sent by rail to a single purchaser in the history of the motor industry—56 train-carloads of Ramblers. Mr. Harbett writes:

### "We rent RAMBLERS for less without Loss of Profit"

"The phenomenally low operating and maintenance costs on Ramblers, combined with their higher resale value, permits us to rent new Ramblers for at least \$2 a day less than any other make cars in our huge fleet. Depreciation on our last year's Ramblers averaged only \$188 per unit."

Whether you operate fleets of cars—or just drive one, you'll find Rambler lowest in initial cost, lowest in operating cost—and tops in resale value. Rambler holds six big 6-footers, gives you easiest driving, turning, parking and garaging. See the new 1958 Ramblers soon.





to register the corporate and product stories nationally. For three years, Disneyland (ABC) did an excellent job getting the story across. But after the product story was registered nationally, it was decided to concentrate advertising dollars in specific marketing areas where advertising could be pinpointed with a different type of story.

Disneyland had made millions of Americans know something about American Motors, what it was and what it stood for. TV could show the product, demonstrate it effectively; but live commercials were expensive, and that was the only way of getting closer to marketing conditions in individual areas.

Limited programs in magazines were run in 1956 and 1957, mostly in consumer and news publications.

What the company was doing in advertising had helped to turn the tide for American Motors; now the problem was to widen the audience and get more direct marketing response.

What the company could offer in the Rambler was tied to this:

- ... uniqueness of product
- ... price (low first price and high resale value)
- ... economy of operation

Roy D. Chapin, Jr., automotive executive vice-president of American Motors, summed the situation when he said:

"We realized that we couldn't match dollars with the Big Three. However, our research studies showed that readers were taking a ho-hum attitude toward some automotive advertising. Brag and boast was the prevailing mood of the automotive agency copy writer. Much of the copy themes had become stereotyped unimaginative, and dull. Some of the claims defied credibility.

"However, the massive weight of Big Three advertising had firmly fixed images in American consumers' minds. One prevailing myth was that the greatest car values were to be found in products built by the Big Three.

"To get across to the public our story, we resorted to something akin to shock treatment in an effort to shatter the fixed images and uncongeal the frozen mentalities about Big Three superiority.

"An unconventional series of talks and advertisements was written. The rapier of satire was used in one case, humorous cartoons in another.

"Picturesque language spiced our story throughout. Phrases such as 'Gas-guzzling Dinosaurs' and 'Ox-cart construction' described the large competitive U. S. automobile.

"Public thinking was changing in our direction. Newspaper columnists began to write, cartoonists began to lampoon, our advertisements began to gain readership; and in time a faint crack began to appear in the Big Three record that everybody, but everybody, wanted the Big Package in personal motor transportation.

"It was in 1957 that the Rambler car program really began to roll the way we always felt it would and should."

### Emphasize Local Markets

The shift in media strategy is aimed at obtaining

## ONE CENT UNITED STATES OF AMERICA PENNY-A-MILE MOTORING IS HERE!

What one American automobile manufacturer has done to slash the extraordinary cost of driving a car.



by Quentin Reynolds

For years now, most American automobile companies have been making cars "longer, heavier, hungrier." These cars have not only cost owners a pretty penny in gas bills, but have given headaches to city authorities, parking lot owners, and highway experts.

One American company, fighting this trend, has developed an automobile which is far more compact and maneuverable, just as roomy as other popular-priced cars, and with a record of proved penny-a-mile economy. It's the car tens of thousands of Americans requested.

This is the Rambler, produced by American Motors. Rambler is the only car that gives both Americans big car room and comfort plus European small car economy and handling ease. It is the only car that

has set two official NASCAR records of less than a penny a mile for gasoline, coast-to-coast and border-to-border (Rambler 6 with over-drive).

Completely new for 1958, Rambler has stunning new jet stream styling, pushbutton driving, pushbutton transistor radio, pushbutton windows—and Rambler's famous travel features: reclining seats, twin travel beds, and lowest cost all-season air conditioning.

There are four new Ramblers from which to choose—the new 100-inch Rambler American, the Rambler 6, the Rambler Rebel V-8, and the luxurious Ambassador V-8 by Rambler. At all Rambler, Nash and Hudson dealers.

Look at Rambler. Then you'll know why American Motors Means More For Americans.

maximum flexibility in individual markets all over the country, with particular emphasis on formats that sell an idea rather than a car. Price is an important element, as well as the ability to meet varying conditions in each market.

For the 1958 model year, ROP newspaper advertising is the basic medium. It gets the largest single chunk of the advertising appropriation, compared with television and magazines.

Black-and-white was chosen on the basis of research and experience—a desire to maintain frequency with small-size advertisements. The company decided to forego the luxury of impact (big-space). It was thought that this could be done because of the current high interest in small cars generally. Various devices are used to get attention and make vital points—a searching out by the reader based on his interest. These include satirical cartoon treatments, dealer listings, price and weekly payment copy.

Punctuated in different advertisements was copy explaining the marketing philosophy of the company.

Schedules in selected newspapers are adjusted every month according to dealer performance. Advertising is put in those markets where the most business is coming from.

One technique is to list the company's dealers. Here the newspaper format helps, since the dealer organization is growing rapidly and adjustments can be made easily—something not possible in television or magazines except at great cost.

With dealer organizations growing, it is quite necessary to maintain a good feel of each market and promote accordingly. The newspapers in such instances, for example, make it possible to include price and weekly payment listings in the Rambler advertisements.

Rambler is not strong in television at present, although some dealers buy it on a local basis.

### Newspaper Supplements

Each month the Rambler story is told in *Family Weekly*, *This Week*, *Parade* and *American Weekly*. The cartoon treatment is emphasized.

These advertisements show the product in color and sell low price. They are aimed at a broad mass audience in markets where sales organizations are strongest and where suburban living is an important factor.

### Magazines Tell Story Regularly

*Saturday Evening Post* and *Life Magazine* tell a story similar to the one used for the newspaper supplement program. These are full pages in color, as are the supplement ads.

The "opinion-making" publications, *Time*, *Newsweek*, and *U. S. News & World Report*, are used for a breezy, small-space technique. Titled "Love Letters to Rambler," they have received outstanding Starch readership scores, often as much as a full-color advertisement or spread of competitive advertisements.

One-column advertisements in women's magazines, such as *Ladies' Home Journal*, *Good Housekeeping*, and *McCalls*, feature economy from the women's point of view.

Full-page advertisements in *Reader's Digest* also stress economy, but on a broader basis. These advertisements are styled to the *Reader's Digest* editorial format.

### "Monitor" Sells Ramblers

An important selling force for American Motors has been the Elmer Blurt commercials 20 time a week over NBC's "Monitor" program on 187 stations. It's a low-pressure—and high sale—technique in which a housewife, or other prospect, tells Elmer how to sell the Rambler.

Radio was started as a summer activity early in 1957 as an experiment. But the results were so good that it has been made a 52-weeks' program.

Backing up the national advertising program is a strong point-of-purchase and merchandising program designed to give dealers every possible tool as a follow-up. These include mailers, postal cards, and similar helps.

The spectacular comeback of American Motors from what appeared to be a newly-prepared corporate death-bed has captured the attention of business as well as the approval of a good segment of the automobile buying public.

The fact that the company has done the opposite of the major automobile concerns is particularly significant.

1. It offered a unique product that was singularly counter to the pricing, styling, designing, and size of most domestic makes in this country.

2. It achieved impact not by big space and time advertising purchases, but by creative and media strategy

and tactics that were highly incisive, selective, and penetrating.

In short, it dared to be different. But this difference—as spokesmen for the company point out—was sound from a business standpoint.

## WHY Rambler IS SUCCESSFUL

- Most car manufacturers have huge, costly investments in production facilities which make it almost impossible to compete on any large-scale basis until the early 60's. In addition, it is likely they will have to use unit body construction on a wider basis than now.

- A good segment of the automobile-buying public was ready for an automobile with the features which Rambler is offering, and at prices it can afford.

- Again, the Rambler is a unique product.

- Dealer legislation passed by Congress that eased the way to dualing has helped Rambler—at least for the next few years—to build a sound dealer organization. (This solved a perennial problem for the independent automobile manufacturers, who have heretofore lacked the financial muscle and persuasiveness to attract enough stable dealers.)

- The Big Three had left a marketing vacuum in the industry by upgrading its lowest price models into the medium-priced brackets. In fact, some say that this action has made the automobile a classless symbol, rather than a prestige or selective consumption symbol.

- The Rambler has a *high resale value*, an almost impossible feat for an independent in the industry.

- The company is headed by a highly respected man in the automotive industry, George Romney. Loaded with savvy, courage, and great ability to express ideas, he knows how to get the type of publicity that sells cars. Under his drive, the publicity and public relations program of American Motors Corporation has been the most important factor in educating the American public and Congress on current trends in the automobile industry.

- The advertising program of American Motors—and the way it has used media—has helped to create a new concept of the automobile's role in American life. It's a more selective role, timed sharply to the current needs of the consuming public.

From the standpoint of dollars spent by the automobile industry in advertising and promotion, Rambler's media program has been a good "buy." Advertising dollars have done more than double duty in this instance.

Whatever the future holds, Rambler now has an edge in the new era of automobile marketing which is just beginning.

By Dr. E. L. Deckinger



## WHAT ABOUT AN ANNUAL AWARD FOR CREATIVE MEDIA BUYING?

*Grey Agency's director of media believes field neglected, suggests a form of recognition.*

A BEST-SELLER in the advertising library is Julian Watkins' "The One Hundred Greatest Advertisements." But why hasn't someone written a book on the 100 greatest media buys? Why doesn't the AAAA, for instance, honor the best media buys of the year with awards and publication of the examples in a book?

Certainly, there is an infinite variety of media decisions that must be made, actual or implied, before a piece of copy can do anyone any good. Chuck Tyler once said, "The best advertising is the advertising that runs." That is perhaps an overly cynical view, but it seems that someone has to make a media decision or else the copy remains

Dr. E. L. Deckinger, who is vice president and media director at Grey Advertising Agency, was formerly research director of The Biow Company. Last October he contributed a significant article to MEDIA/SCOPE entitled, "Media Milestones Anthology," in which he made a selection of 16 milestones in media selection and use that have marked the last several years. Earlier in 1957, Dr. Deckinger wrote for MEDIA/SCOPE a much-discussed article entitled, "What Do We Really Know about Media?—14 Common Notions That Should Be Approached with Caution."

MEDIA/SCOPE will await with interest whatever reactions its readers may have to Dr. Deckinger's suggestion for an annual award for creative media buying, and its course in establishing such an award will be based largely upon the evident support that may exist for such an idea.—The Editor.

in a desk drawer, and can't appear on anyone's list of "The Year's Best Advertisements."

Media decisions must be made at three levels:

- First, someone must decide what type, or types, of media are to be used: television, magazines, matchbook covers, or what.
- Second, someone must decide what specific media within types must be used. If magazines, which ones? If television, which markets and which stations?
- Finally, someone must decide which use to adopt. If magazines, what frequency, continuity, space size, and color treatment? If broadcast, should it be network, spot, what length of commercial message, what frequency?

With so many decisions to be made, it must be true that there are differences in effectiveness (even if not measurable, in many cases, by research means known to us for non-mail-order items) among them. Here of course, we are excluding the many decisions which none in his right mind would make—such as the perennial snowshoes advertised in the summer.

### Why Lack of Recognition?

If there are good decisions and bad, if some are better than others, if the right answer (as it is) is not always obvious, but often brilliant and inspired, why haven't



these decisions been recognized by industry awards of one sort or another?

It can't be that the decisions are not usually important and often critical, in the losing or the winning of an advertising campaign. Then, why have they gone unrecognized. Must they *forever* be so?

The reasons are possibly three:

- First, the full extent of many media decisions is not known. A good part of their appeal lies in negotiated terms known only to the principals, and which both parties consider privileged information and are reluctant to disclose.
- The second is closely allied to the first. The media pattern which an advertiser has developed is sometimes difficult for his competitors to learn, and he feels he has a competitive advantage in keeping it that way. When an advertisement runs, its existence immediately becomes public knowledge, so it becomes immediately, at least, eligible for any award anyone may want to select it for. It is hard to give an award to a media buy when its terms and details are not fully known.
- Third, there has been no clearing house, no forum, for all media. There has been, up to almost today, no spokesman for media. There has been no one group whose interest has been primarily *media*, to whom the industry could look for leadership in setting of media buying standards, for recognizing achievements in media buying.

The first two reasons, unhappily, will always be with us. The industry as such will ever be denied an opportunity to appraise, and learn from, complete details or at least some aspects of at least *some* media buys.

But, even though the very best cooks in America do not, or cannot, enter the Pillsbury Bake-off, this is hardly reason enough for the abandonment of the project. There's still much that Pillsbury, and cooking in general, can gain from it.

### Value of an Award

So, too, there would be long-term value in awards to media buys even if the entries will not represent a 100 per cent canvass of the field. The *media field*, and those in it, would gain:

- in knowledge
- in stature
- in the recognition of good effort, from the healthy values of competition
- in the justifiable pride media folk would have in seeing their product recognized
- in whatever encouragement it will be to better work, through the publicizing of it.

With the firm establishment, now, of MEDIA/SCOPE as the official spokesman for the buyers of media, suddenly there is an authority that can set up the mechanism for this recognition.

The recognition might consist first and essentially, of an *annual award* for the best contribution to media thinking for the year. And, of course, there would probably be the usual secondary awards and honorable mentions. ■

## MEDIA AND MARKET DATA:

# ROP COLOR RISES 11.5%

**Hoe report shows five newspapers have carried over 400,000 lines in 1958.**

In April 1958, the 411 newspapers measured by Media Records carried a total of 11,032,451 lines of ROP color advertising. This is an increase of more than a million lines compared with April 1957, or a rise of 11.5 per cent. "The Hoe Report on ROP Color," based on Media Records measurements, appeared last month with data for April. It is published by R. Hoe & Co., Inc., and will appear monthly hereafter. It is a record of national advertisers using ROP color in markets covered by newspapers in 132 cities. Other facts reported are:

1. During the first four months of 1958, ROP color display advertising increased 4.1 per cent over the same period of 1957. This was counter to the general trend in newspaper display, which was down 7.1 per cent.
2. Retail advertisers have begun to invest heavily in ROP color. In April, retail color lineage touched 4,738,000 lines, or 43 per cent of the total ROP color volume. In black-and-white advertising, more than 70 per cent is placed by retailers.
3. The *Milwaukee Journal* has carried the **greatest volume of ROP color** for the past several years.

### LEADING PAPERS IN 1958

Paper	Volume
<i>Milwaukee Journal</i> .....	644,289
<i>Los Angeles Times</i> .....	586,845
<i>Miami Herald</i> .....	569,063
<i>Atlanta Journal-Constitution</i> .....	445,165
<i>St. Louis Globe-Democrat</i> .....	439,379

4. The **top five advertisers** in total ROP color lineage in April:

### TOP ADVERTISERS IN APRIL

Advertiser	Volume
Ford .....	320,381
Gulf Oil Corp. ....	313,476
Colgate Dental Cream .....	257,356
Coca-Cola .....	211,329
Shell Oil Co. ....	206,220

5. More than **470 national advertisers** published in ROP color in April, contributing more than 6 million lines of newspaper advertising.

### TOP CLASSIFICATIONS IN APRIL

Classification	Volume
Gasolines and oils .....	1,329,466
New cars .....	696,502
Soft drinks .....	409,940
Beers .....	389,689
Dentifrices .....	335,177

6. In the cigarette field, Salem continues a strong schedule of ROP color. It used 78 newspapers on a two-schedule basis in April, 2,000 lines in one schedule, 3,000 lines in the other. Salem used 170,000 lines of ROP color in April.



# WHITEHALL SELLS INSOMNIACS

## WITH LATE-NIGHT SHOWING

### OF NTA *Premiere Performance*

**C**ONJURE up a stereotype of the heavy user of proprietary drug products. Pain-killers, aspirin, back liniments, and foot ointments. Do you come up with an adult city dweller with a tendency toward insomnia?

If so, you'd agree with Whitehall Pharmacal (Canada) Ltd., on the type of target it is after with late night showings of NTA's "Premiere Performance" film package in 17 Canadian markets.

Since October 1957, Canadian stay-ups have been beneficiaries of such TV movies as "Suez," "Forever Amber," and "13 Rue Madeleine," three of the films in the 39 feature package. Showings start at 11:30 P.M. (Toronto time) Friday and run until 1 A.M. in 11 cities. In six such markets as Kitchener and Edmonton, where there were no Friday night availabilities, Whitehall's agency, Young & Rubicam, Ltd., of Toronto, obtained Thursday night or Sunday afternoon slots.

Although Whitehall-Canada and Y & R have no exact audience composition figures proving that the majority of the late-night urban audience fit our stereotype, extant studies do indicate that this group is largely adult, and contains a majority of women, heavy users of such products as Anacin, Heet Liniment and Freezone, a foot remedy, to name some of the Whitehall products advertised on the show. The greater use of such remedies among stay-ups and city residents is only assumed, but is logical.

#### *Friday Nights Preferred*

The 52-weeks', one-sixth sponsorship of the film package complements full CBC network offerings of "Have Gun—Will Travel" and the "King Whyte Show," aimed at the adult male and female evening audience from 7 to 10:30 P.M. weekly in 30 markets. Friday nights were preferred for the late-night films because of evidence indicating high weekend movie interest, garnering from 25 to 40 per cent of total sets-in-use, depending on the picture offered. This is based on a study of viewing habits between 11:30 and midnight only, since but one Canadian rating service covers the post-midnight audience, and this survey is run only once every four to six months.

According to William F. Francis, Whitehall Media Supervisor at Y&R, some 60 per cent of the population covered is in captive markets where there is no U. S. spill-in television, and 100 per cent of sets-in-use is tuned to the Whitehall films. However, even in such three- and four-station markets as Toronto and Vancouver, which do receive U. S. programs, Mr. Francis reports a satisfactory share of audience. However, he points out that there is a lack of frequent rating service. Reports are made only on a semi-monthly basis, and give results a month or so after the survey has been taken. This, he says, is a handicap in assessing the Whitehall ratings in these competitive markets.

#### *17 Markets Used*

Of the 17 markets used, all carry Whitehall's network programs, so that "Premiere Performance" also provides increased weight in major markets. The 17 cities were selected on



**13 RUE MADELEINE:** A scene with Richard Conte, Annabella, and Frank Latimore. One of Whitehall's offerings to Canadian stay-ups.

the basis of market size, time availabilities, and development of Whitehall sales, which, since inauguration of the show last October, have shown satisfactory growth. "The use of 17 markets" Mr. Francis added, "enable Whitehall-Canada to make national use of the film package, and to provide talent costs as widely as possible."

Summing up the film buy, he commented, "We believe it gives Whitehall-Canada an effective supplement to CBC network programming, with broad coverage at reasonable cost, flexibility in product scheduling, and messages directed primarily to an adult urban audience."

# WHAT RIGHT TIMING MEANS TO FARM MARKET ADVERTISING

*Why you must know—*

*when crops are harvested;*

*when retail machinery sales are highest;*

*when farm jobs are done*

By D. R. Collins

**W**ISE CHOICE of publications enables copy to sell more goods. But the best copy and art in the best publications in America, or the best commercials over the best stations, will not do the best selling job unless they are properly *timed*. Because agriculture is based on biology, proper timing is essential if it is to reach the prospective customer in time to help make a sale.

For example—let us take a product we're all familiar with—corn. Corn planting usually begins around February 1 in southern Texas, and progresses northward at an average rate of 13 miles a day. In the Corn Belt, planting begins approximately the third week in April, and farther north, in Minnesota and the Dakota's, as late as May 1. But before planting is started comes the preparation of the seed bed, and after planting, cultivation and harvesting. Corn planted February 1 may be harvested as early as August 10 in Texas, while in the Corn Belt the harvest for grain will begin in early October. If the corn is to be used for silage, Texas corn will be harvested June 1, while Corn Belt farmers will not fill silos until late August or early September. Every farm crop has a similar, though slightly different, biological sequence.

## **Biological Sequences**

The point is this. If you are scheduling advertising for

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*D. R. Collins is vice president of Marsteller, Rickard, Gebhardt & Reed, Inc., of Chicago. He has been a specialist in farm advertising for many years.*

any product that has to do with the raising of grain or forage crops—seed, fertilizers, chemicals for insect and weed control, farm machinery—you must take these biological sequences into consideration in the placing of your schedules. There are a number of places your research people can get this information, and tabulate or chart it for you.

Two excellent reference books can be obtained from the U. S. Dept. of Agriculture: "Seedtime and Harvest Today," Miscellaneous Publication No. 485, and "Usual Planting and Harvest Time for Major Field crops and Commercial Vegetables," published by the Bureau of Agricultural Economics, now integrated into the U.S.D.A.

These government publications deal with the entire United States. If you are interested in only a single state, or a region, you will find most farm publications excellent sources of information. Many of them have charts or calendars of farm work for the areas they cover. For example, an excellent calendar covering Illinois and Indiana, has been developed by the Farm Service Department of *Prairie Farmer*.

Perhaps you are interested only in the sales seasons for various machines used in the business of farming—the months when farm machines are actually sold by the retailer. Information on this is available, too, divided into some 60 categories by the trade publication, *Farm Equipment Retailing*. These selling season surveys have been conducted for a number of years, and are not only broken down by product, but also by sections of the

United States. They show percentages of total machines sold by month. For example, they show that if a dealer sold 100 hay rakes in a normal year he probably would sell 29 of them in May, if he was located in the North Atlantic area. In the South Central area, 19 would be a fair estimate.

A careful study of the tables will show when sales and advertising efforts on each farm equipment item are needed to produce the most sales. *Farm Equipment Retailing* gives this information on 60 items, as reported by 10,000 dealers in every section of the country. Some of these tools have two or more periods of great usefulness and consequently two or more months of the year when sales are good. Other farm equipment has a single month, or period of the year, when sales are best. Still others find greatest use, and consequent sale, during the so-called "off-months," when the farmer is not planting, cultivating, or harvesting. Weather conditions govern selling seasons for other items.

The accompanying table shows the national sales picture on only 17 of the items on which data have been tabulated. Data are also available on more items, and are classified for the following sections of the United States: North Atlantic, South Atlantic, North Central, South Central, and Western states.

Normally, the selling seasons shown here will remain unchanged year after year. Consequently the seasons of best sales can be used with confidence in merchandising, selling, and advertising farm equipment. Advertising

should precede the first good sales month by 60 to 90 days, and continue throughout the active sales season for each item.

### Meat, Milk, Eggs

Nowhere is the biological factor more emphasized than in the production of meat, milk, and eggs. If the products you are advertising are feeds, animal health products, or equipment for the livestock dairy or poultry producer, you should follow the cycles of animal birth, growth, and production in order to do an intelligent job of media scheduling. Again, state farm papers can help you establish the cycle. A table prepared by *Wallace's Farmer and Iowa Homestead*, for instance, gives a quick rundown of the birth-to-market cycle of various classes of farm animals and poultry. With it you can not only adjust your scheduling to the months of birth, but you can also follow through the timing of the various phases of growth.

If you are interested in the details of these life cycles, by animal, then further figures, by livestock classification, can be secured from the U. S. Department of Agriculture. From these you can make up your own charts to help time your advertising. A typical chart on the hog crop shows the months most baby pigs are born, and this indicates when advertising to hog farmers should prove most effective.

One thing to be remembered about this chart is that

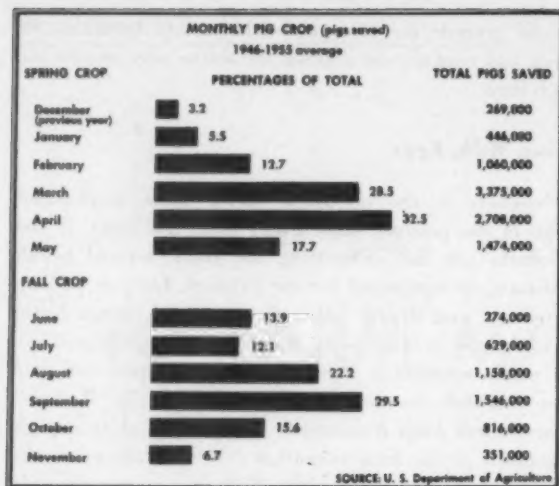
## FARM EQUIPMENT RETAIL SALES HEAVIEST IN FOURTH QUARTER

% Selling	EQUIPMENT SOLD	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
82.0	Anti-froze	9.3	6.1	1.4	0.2	0.1	0.1	0.3	1.0	7.5	22.0	30.3	20.2
88.7	Batteries (tractor)	11.1	18.8	11.2		4.7	3.7	3.8	4.0	5.1	9.2	14.6	13.2
94.2	Chain Saws	14.0	15.6	7.6	3.8	2.6	2.1	2.2	2.4	4.9	9.2	17.4	17.4
98.2	Corn Shellers	12.2	8.3	5.4	2.7	1.4	1.5	2.1	5.1	10.1	14.6	19.9	17.2
68.6	Feed Grinders	12.5	8.2	3.9	1.7	0.9	1.1	1.3	4.2	10.2	10.1	20.3	17.5
70.5	Feed Mixers	9.4	9.0	4.5	3.2	2.9	1.9	3.2	4.8	11.2	10.6	20.2	10.6
72.2	Hammer Mills	8.0	8.8	3.4	1.5	.1	1.3	2.2	5.5	14.5	20.7	20.9	14.6
79.6	Hog Feeders	8.5	8.0	6.0	6.4	6.3	3.9	4.0	6.3	10.2	17.3	11.7	8.3
90.3	Lift Jacks	5.3	4.7	5.9	2.6	2.2	0.1	0.1	0.1	10.4	16.2	7.0	4.7
28.6	Motor Trucks	7.8	6.9	8.0	2.6	0.2	0.7	0.6	0.6	10.1	10.8	7.7	4.8
28.0	Sows (tractor mounted)	10.6	6.7	2.3	0.4	0.2	.0	0.2	1.2	5.9	17.1	26.4	22.0
94.5	Stalk Cutters	6.1	8.8	6.0	5.7	1.1	0.3	1.3	3.9		21.6	17.0	6.1
34.0	Stock Waterers	5.8	3.7	3.2	3.7	9.3	8.4	9.1	7.8	11.3	15.8	10.1	7.9
26.4	Turpentine (farm)	4.7	3.8	2.4	2.1	4.2	0.7	0.8	0.3	23.0	13.3	10.9	6.8
46.1	Tire Chains	10.3	11.4	6.8	2.6	0.9	0.4	0.3	0.5	1.6	0.0	22.5	26.7
66.0	Tractor Cabs and Heaters	13.2	23.2	11.0	2.8	0.4	0.2	0.1	0.2	3.5	10.0	21.6	10.0
34.2	Ventilating Fans	7.9	4.1	2.9	3.3	3.7				5.7	17.2	20.1	10.0

Source: *Farm Equipment Retailing*

Madison, August 1958





**MONTHLY PIG CROP (pigs saved)**  
PERCENTAGES OF TOTAL ANNUAL FIGURE BY MONTH

	1946-55	1955	1956	1957	1958
<b>SPRING CROP</b>					
December (previous year)	3.2	3.7	5.2	5.3	5.7
January	5.5	8.1	9.5	9.7	11.0
February	12.7	18.2	18.5	18.2	20.4
March	28.5	27.6	28.1	27.6	25.6
April	32.5	27.0	25.0	25.2	23.3
May	17.7	15.4	13.7	14.0	14.0
<b>FALL CROP</b>					
June	13.9	13.5	12.8	14.3	.....
July	12.1	14.9	13.7	14.8	.....
August	22.2	24.6	24.4	23.2	.....
September	29.5	26.4	27.7	26.1	.....
October	15.6	14.2	14.7	14.6	.....
November	6.7	6.4	7.1	7.0	.....

SOURCE: U. S. Department of Agriculture

## CALENDAR OF FARM WORK IN ILLINOIS AND INDIANA

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>CORN</b>	dry corn		plow, prepare seed bed	plant, preemergent spray	cultivate & spray			kill weeds		fall plowing	dry corn, buy seed	
<b>OATS AND SPRING GRAIN</b>	buy seed		plow, prepare seed bed	plant			cut with binder	combine, thresh			buy seed	
<b>WINTER WHEAT</b>			apply nitrogen				combine	prepare seed bed and plant				
<b>SOYBEANS</b>	buy seed		plow, prepare seed bed	buy inoculation				cut for hay		combine	buy seed	
<b>LEGUMES AND GRASSES</b>			prepare seed bed	plant	make silage	make hay		fall planting				
<b>SWEET CORN</b>			plow, disk, harrow	plant	cultivate & spray		harvest					
<b>ALFALFA</b>			seed bed preparation		make silage	1st cutting	2nd cutting	3rd cutting		fall seedling		
<b>SOIL IMPROVEMENT</b>		spread lime, apply potash, phosphate, nitrogen		side dress nitrogen		now & spray weeds		lime and fertilizer		fall nitrogen application		

April 1956

Farm Service Department

Source: *Prairie Farmer*

these are pigs. They will not be hogs—and the “finishing for market” process will not start—until 90 days from birth. If you’re selling a complete line of feed, you’ll want to take that timing into consideration. So, project the chart 90 days to arrive at the dates consumption of finishing feeds are started. Such a series of charts can be worked out easily for all classes of livestock and poultry.

For example, if you’re interested in advertising to poultry producers you’d probably want a series of charts showing: 1) The months most baby chicks are hatched; 2) A projection showing when they are placed on full

feed; 3) A further projection showing when broilers are marketed, and 4) Another indicating when most pullets are housed and start producing eggs. All of the last three charts can be made easily by extending the master chart on hatchery production by months. These figures on hatchery production—averages covering many years—can be secured from the U. S. Department of Agriculture.

Perhaps all of this seems confusing and technical. It is technical to a degree. It *does* require a basic knowledge of agriculture. But the proper application of the principles involved is necessary for effective and resultful advertising in the farm field.



# Spot Radio Buyers Have a Right to Question Programming

By Ernest J. Hodges

In March of this year, Columbia Record's Mitch Miller, in a widely publicized speech, questioned the value to advertisers of radio stations which consistently program the so-called Top 40 song list to the exclusion of other kinds of music. Since then, the battle line between buyers and sellers of spot radio time has been sharply drawn. The issue: what is the buyer getting for his money in the way of proper audience composition? The sellers claim their programming mix delivers the right audience in the right quantity, and that buyers should worry about something else. (For this view, see the article by Duncan Mounsey, general manager of WPTR (Albany, N. Y.), in the April issue of *MEDIA/SCOPE*.) Some buyers, on the other hand, are not so sure they are getting what they're entitled to. In recent months, in fact, several agencies have been asking for programming information broken down by specific hours, and for information on music and artists. These agencies have in turn been accused by some radio representatives of "a breach of agency-media relationships," and a desire on the agencies' part "to dictate program content." As an executive of one of the agencies involved in the dispute, Mr. Hodges herewith presents the buyers' position.

IF SOME representatives or station executives really do feel that an agency's search for information concerning a radio station's programming is a "breach of relationships" between an agency and a medium, let them review the responsibility an agency man bears. (And let's set aside for the moment the point that since broadcast media use public facilities, nothing they do is private from an agency or anyone else.)

If an agency does *not* use programming information in the selection of radio outlets, it is a much more serious breach; it is clearly a breach of agency-client relationships! It should be self-evident that if an agency does not go beyond rating information—if an agency does not consider station personality and the programming which creates that personality—the agency is guilty of incompetence, of not keeping faith with the client whose money is being spent. (Our agency always attempts to assess not only the image a station has created in its community, but also in a station's separate audience groups. And we do not ask for air check tapes, music lists or other programming information when we believe we *know* what a station is and does.)

When we buy radio we want it to do just what we ask of any other medium: we want it to bring our sales story to the *attention* of people who will buy our products. To make sure this will happen, we need to know some pretty important things about a station and its audience. We are not concerned just with ratings—though naturally they are important.

More than numbers, we need to know if people are *listening* to their radios, *who* is listening, and to what degree.

Just as we constantly study television and print media, so we are trying to increase our knowledge of what radio is doing. We know that radio continues to be a powerful medium of communication, and we also know that it can be an effective vehicle for the sales message. We can even cite some success stories of our own.

However, when elements of any medium change, we need specific information. It has always been the responsibility of media to supply that information in as much detail as is necessary.

*Mr. Hodges is vice president and account supervisor of Guild, Bascom & Bonfigli, Inc., San Francisco agency.*



ERNEST J. HODGES asks about programs

### Changing Sounds

Now, has our agency attitude been altered toward radio or radio stations by rock-and-roll, by top-tune programming, or any of the other competitive devices used to promote radio? Of course it hasn't. Naturally this new trend in programming must, of necessity, be causing changes in station audiences and listening habits. We are interested in these changes as they affect the advertising message.

The plain fact is that some people (the author included) feel that top-tune programs which are based on juke box popularity of music are programs of primary interest to a juvenile group—and should be so labelled.

One of the new developments in radio is the streamlining of the entire pacing of a station's programming by the elimination of "dead air." We are told that some stations are doing this to achieve a so-called "steady" sound.

What effect does this have upon advertising? Does this new sound diminish attention? Does it simply provide a companionable noise for the housewife as she steams about her daily round of ironing, sweeping, and mopping? Or is this new sound like the pitch of a circus barker? Is the listener left with nothing more specific to remember than a total impression? Does the new sound open listeners' ears to commercials or, through the constant level of sound, does it close them?

We don't have the answers, but we feel certain that we and other agencies must find out.

Another problem for our media directors is the labeling

of stations which purports to classify them by definite types. We, like most agencies, recognize that radio stations do generally divide into several distinct categories. However, we feel that the simplest breakdown in common use is too broad.

Rod MacDonald, senior media director at Guild, Bascom & Bonfigli, recently pointed out that he felt NBC's time buyer opinion panel questionnaire categorizes stations too rigidly: top-40-tune stations, standard-music-and-news stations, varied-program stations. He emphasized that a station featuring top 40 music lists during certain periods of the day may be labeled a top-40-tune station and really belong in some other category.

We feel that stations differ as much in the technique of presenting program material as the programming material itself.

Since various sections of the country and individual markets often vary quite widely in their listening habits and tastes, it is unwise to attempt to apply simple categories on a national basis.

### Judging Stations

In examining stations, we look at both quantitative and qualitative factors.

- **Quantitative:** we consider general share of audience over periods of several hours usually more important than quarter-hour by quarter-hour ratings. We do not rely on fin cost-per-thousand comparisons as a rule.

- **Qualitative:** our aim and the aim of the individual stations do not always coincide. In attempting to build the largest share of audience, or to attain spectacular rating successes, a station may neglect advertising considerations important to us in showcasing our clients' messages.

In some cases we find that we employ transcribed commercials which will, by their nature, fit into nearly any programming structure. Other times we find we have commercials which are enhanced by special treatment which can be obtained under certain programming conditions. Obviously, the type of people comprising the audience also influences our buying. So, naturally, we ask questions about programming.

Our agency believes strongly in the "total buying" concept of media. Our media people are all expected to know marketing. Media personnel are assigned to groups: Ralston, Best Foods, Breast-O'-Chicken, etc. From the very start of a campaign, they work with account supervisors who have intimate knowledge of the markets in which our advertising will appear.

Therefore, you will not find our media men making a buy simply because it's easy and will look good to the client. Our media executives are expected to know the difference between any two stations in one market just as they are expected to know the difference between the *Saturday Evening Post* and *Seventeen*.

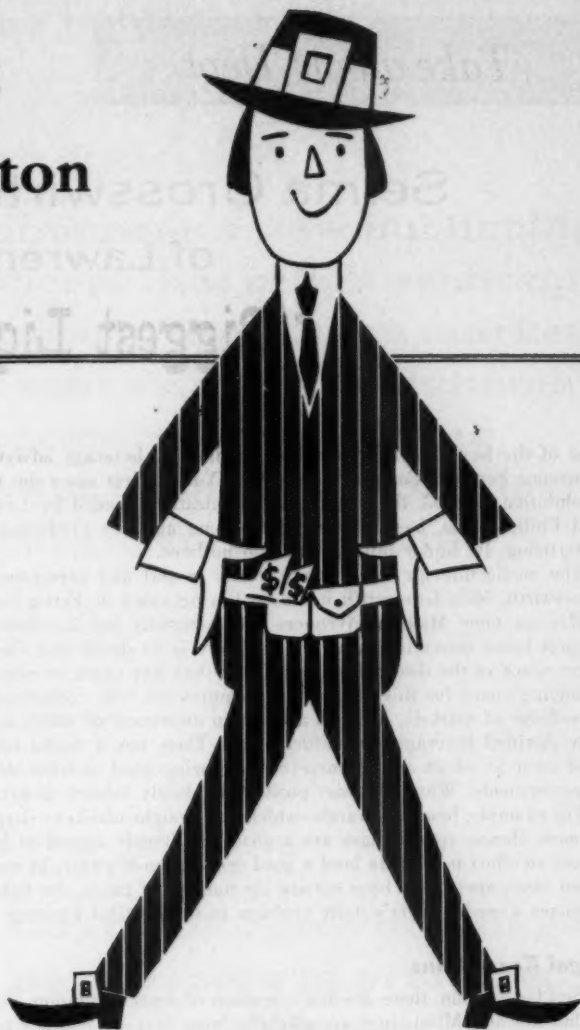
This is why the Guild, Bascom & Bonfigli media department asks questions about radio programming. And that is why we don't feel such searching is a "breach of relationships."

Year by year  
our lead in Boston  
grows

**1956**  
**480,908 LINES\***  
1st 6 months

**1957**  
**631,559 LINES\***  
1st 6 months

**1958**  
**960,780**  
**LINES\***  
1st 6 months



\*Total paid, morning plus Sunday

# *The Herald-Traveler*

is first choice — by far with national advertisers, because  
it gives them the **Big Bulk** of Boston's buying power...  
particularly in the Boston "Money Belt".

**Boston's Basic Buy...**  
**Always Leading, Always Growing**

Represented nationally by: GEORGE A. McDEVITT CO., INC.  
New York • Chicago • Philadelphia • Detroit • Los Angeles

Special travel and resort representative:  
HAL WINTER CO., 7136 Abbott Avenue, Miami Beach, Florida

## Selma Grosswirth of Lawrence Fertig Co. "Biggest Liquor Buyer"

One of the best known practitioners in distilled beverage advertising is Lawrence Fertig & Company, Inc. (New York). Ever since the repeal of Prohibition in 1933, this competent organization, headed by Lawrence Fertig and Philip Lukin, has been a leader among agencies producing beverage advertising. Its liquor billing runs into millions.

The media director of Lawrence Fertig is pert and perceptive Selma Grosswirth. Miss Grosswirth has been buying space at Fertig for 15 years. Today, as some Madison Avenuers good-naturedly put it, "Selma is the biggest booze buyer in America," and there is no doubt that she purchases more space in the distilled beverage field than any other woman.

Buying space for this special field requires not only considerable first-hand knowledge of markets, but also a fingertip awareness of which media will take distilled beverages and which won't. Then, too, a media buyer in this field must be adroit and resourceful in securing good position for the clients' advertisements. Why? Because position is closely related to promoting sales.

For example, bourbon brands—which are straight whiskeys—largely appeal to men. Hence, sports pages are a good bet. Blends appeal to both sexes, hence an effort is made to land a good spot in run-of-paper. In recent months, when newspapers have been cutting the number of pages, the fight for position becomes a media buyer's daily problem in the distilled beverage field.

### Legal Regulations

Besides position, there are also questions of legal regulation. For example, Oklahoma and Mississippi are officially bone dry; no whiskey advertisements can appear in either of these states. There are 18 monopoly states and 28 open states. Each has its own stringent advertising regulations. As a British exporter once said, "Selling a whiskey brand in America is like doing business in 46 different foreign countries."

However, Selma Grosswirth is not fazed by national and state regulations regarding publication space. She really knows the business. A very pleasant woman, she is highly regarded by media representatives. One of Selma's practices is to see every out-of-towner during his stay in New York, and she regulates her hours so that the visiting rep can get a chance to talk with her. Automatically, she reserves Mondays for her paper or office work, but sometimes with out-of-towners she breaks even this cardinal rule.

"A very smart lady," says Ray Mills, the veteran Hearst newspaper representative, "is Selma Grosswirth. Unlike some space-buyers, Selma never kids you about where you stand on a list. She tells you pronto. If you have arguments to offset her selections, Selma will listen and give you logical reasons every time why she did or did not pick your sheet."

Selma Grosswirth is one of those rarities on Madison Avenue today who was born in New York. Furthermore, she has spent practically all of her life there. After finishing Public School, Selma attended Washington Irving and George Washington high schools, and the City College.

Her first job was with the late Joseph J. Lynch, an efficiency expert. At Fertig she began as secretary to President Fertig and vice president Lukin just before World War II. She entered the media department as an assistant. It wasn't too long before Selma was promoted to her present position as media director.

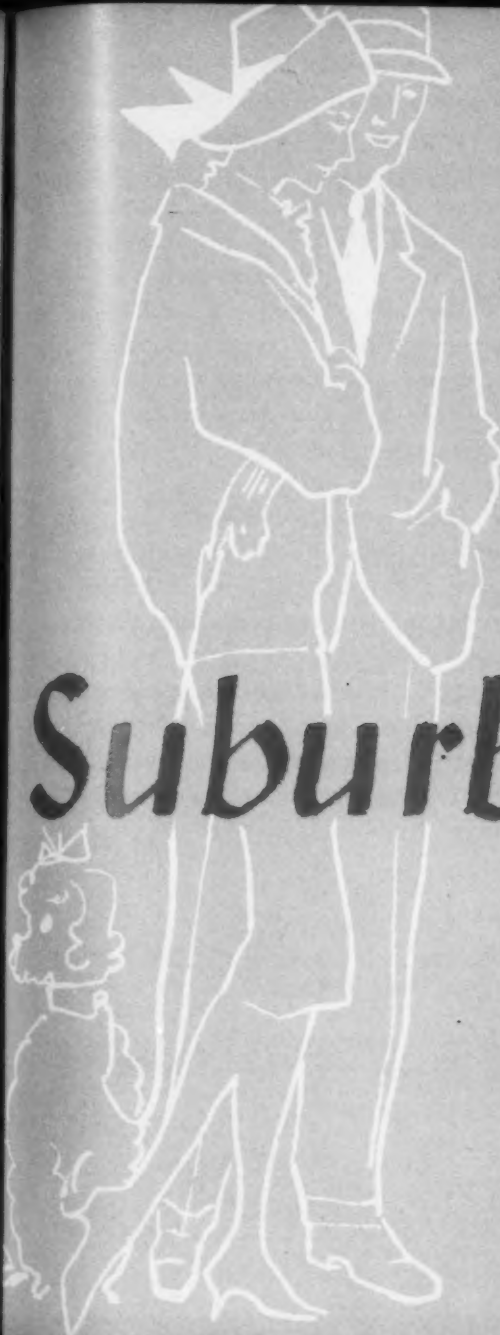
Today, Selma Grosswirth does all the publication buying for such top brands as Old Crow, Old Sunnybrook, PM., Old Hermitage, Dekuyper Cordials, Red Heart Rum, and others.



—JOHN MCCARTHY

Media/scope, August 1955





The publisher of

***Family  
Weekly***

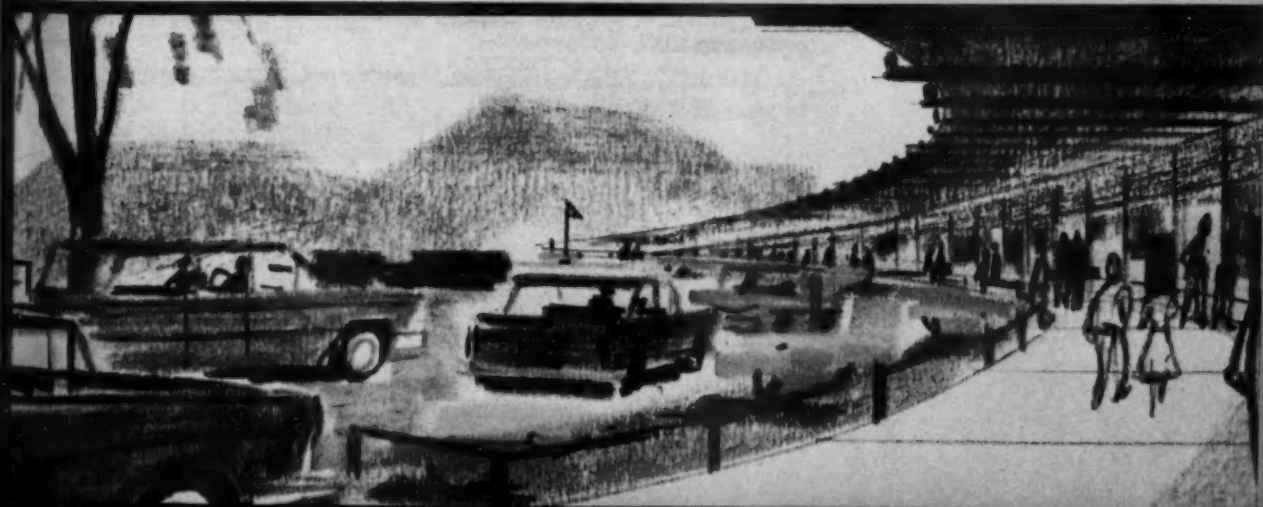
announces a new publishing  
concept that offers economical  
access to the golden market  
of suburbia and its dynamic  
concentration of buying  
power through a crisp, new  
colorgravure magazine

# Suburbia Today

The Magazine of Pleasant Places

A smart colorgravure magazine  
of newspapers in preferred  
suburban markets

First issue: January, 1969, with over one million circulation



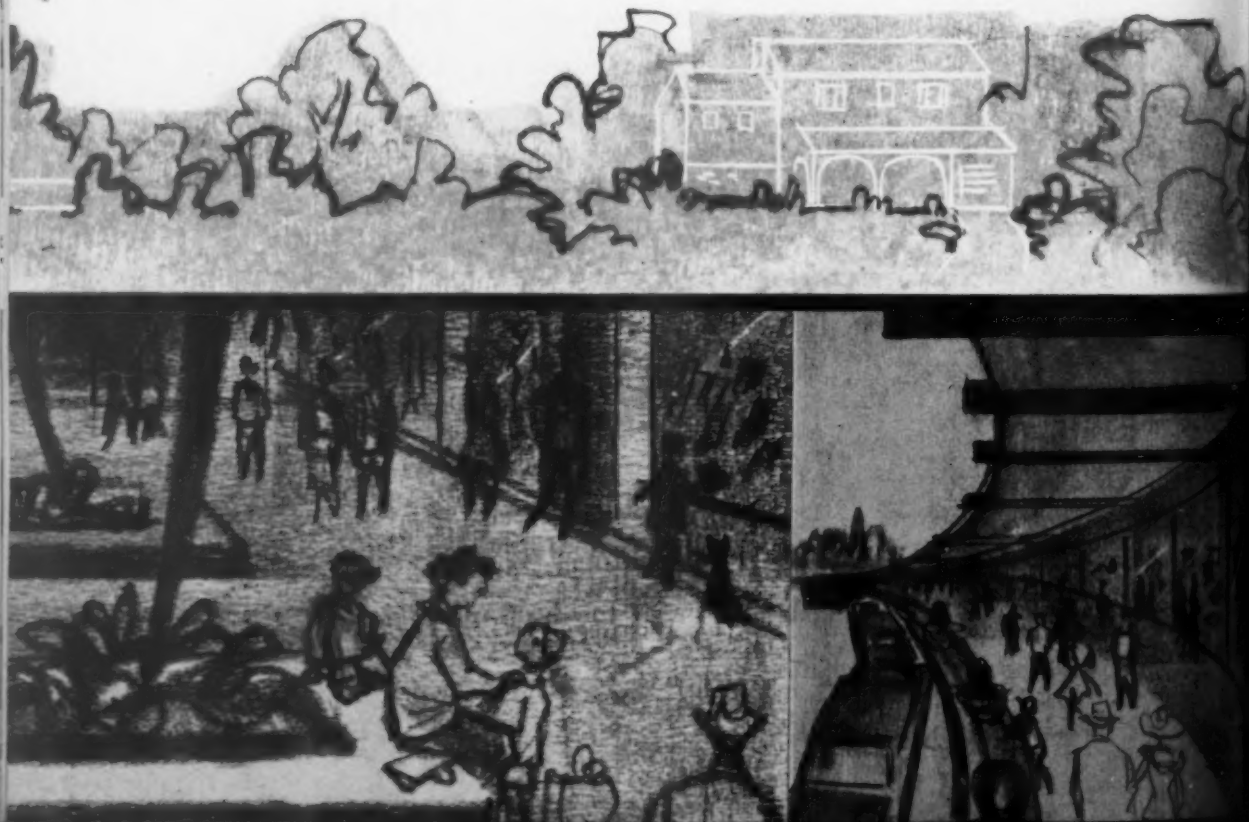
**SUBURBIA TODAY** is the magic key to the golden market of prosperous home-owning families who have joined the modern march to suburbs. It is the means of access to more than a million discerning families whose interests are as outstanding as their incomes. Families with desires as broad as their ability to satisfy them. Families whose tastes for gracious living set them apart as the golden market for goods and services that are as distinctive a part of their mode of living as their monthly commutation tickets.

**SUBURBIA TODAY** is in the orbit of progress amid one of the century's most significant social and economic developments.

The decision to publish **SUBURBIA TODAY** now is based on the post-war expansion of more prosperous families out of city apartments and into suburban homes. The expansion of suburban populations far exceeds the growth of the central cities. The result is a new dynamic concentration of consumer purchasing power.

Every major metropolitan city is watching the never-ending march of families to suburbia. Suburban areas are increasing at rates as high as  $6\frac{1}{2}$  times that of large cities. A reliable source predicts a suburban population of 80 million by 1970. Nearly half of the population growth in the entire country is taking place in the outlying areas of the 168 metropolitan areas. Planning experts expect suburbs to grow four times as fast as our American cities. As they grow they are becoming completely integrated "cities" or marketing areas in their own right.

Merchants, too, are following their best customers to suburbia. They are creating their own golden land of sales that reflects the buying power concentrated in suburban communities. In 1957, four hundred new shopping centers with smart new stores and shops were created. Another seven hundred shopping centers are being added this year. Since 1956, 47% of all new food supermarkets built



in the U.S. have been located in suburban areas. The march is on to suburbia.

**What does SUBURBIA TODAY do to harness this dynamic energy of expansion?**

Where, exactly—and how—does SUBURBIA TODAY fit into this mammoth migration of families and businesses to suburban areas?

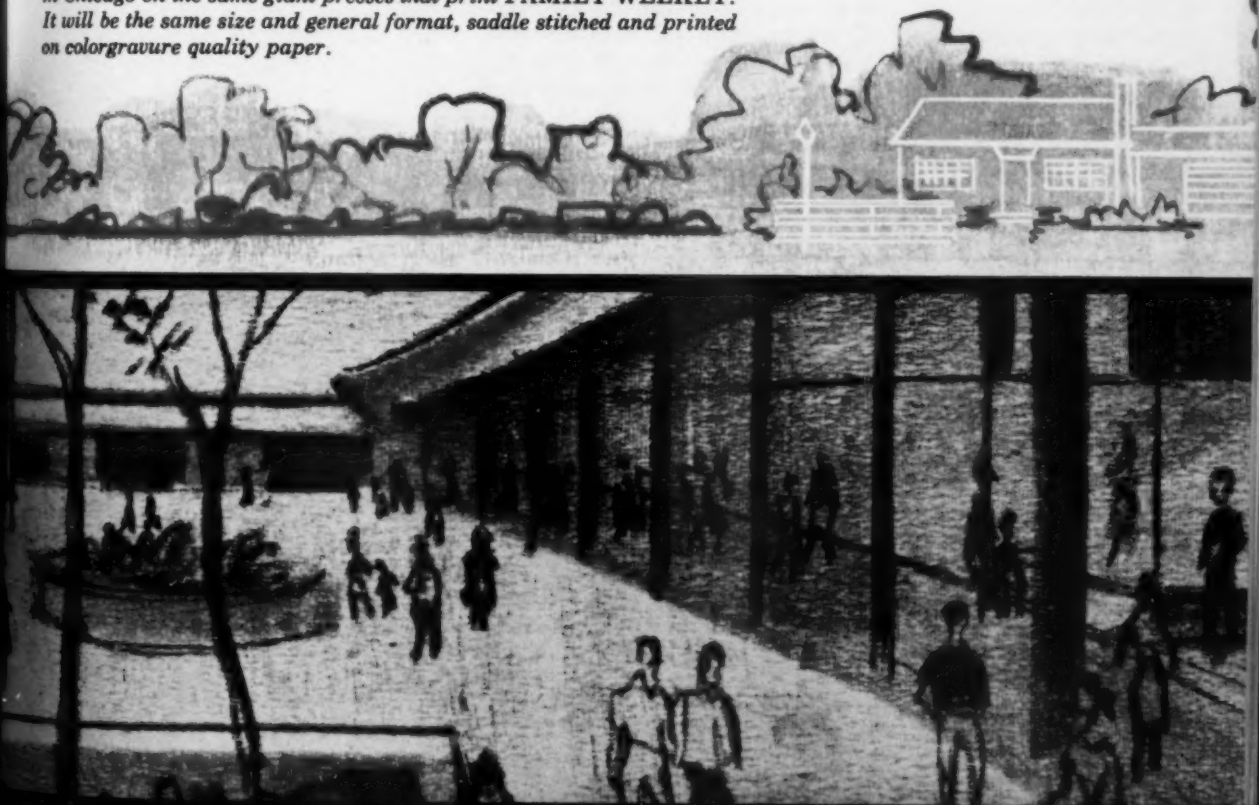
SUBURBIA TODAY will follow the most prosperous families and the most successful merchants into carefully selected suburbs of about 47 key cities. Its circulation pattern will concentrate on the *creme de la creme* of prosperous suburban areas.

SUBURBIA TODAY will be distributed by suburban newspapers that deliver responsive readership of families in suburban residential areas where incomes are considerably above average. Where home ownership is highest. Where the two-car family abounds. Suburbs where people do a lot of living, and a lot of buying.

Where families shop close to home to satisfy their broad needs and discerning tastes SUBURBIA TODAY will concentrate on the most prosperous residential suburbs of the top metropolitan cities.

It is the careful selection of preferred suburban areas and newspapers and its exclusive editorial approach to the interests of more than a million suburban families that makes SUBURBIA TODAY unique in the publishing world. It is an ideal means of concentrating your sales message on a blue chip market that is carefully defined in terms of quality and ability to buy. To harness the buying power of a million families in these selected suburban areas, SUBURBIA TODAY has carefully built a million-circulation pattern that delivers a total market area of more than six million consumers and upwards of ten billion dollars in retail sales. As the suburbs grow, so will SUBURBIA TODAY add markets and circulation, becoming an ever more important key to sales and profits.

*SUBURBIA TODAY will be published monthly beginning in January, 1959, on the day each distributing newspaper is published during the first week of each month. The new magazine will be printed in Chicago on the same giant presses that print FAMILY WEEKLY. It will be the same size and general format, saddle stitched and printed on colorgravure quality paper.*





Editorially . . .

# Suburbia Today

—the Magazine of Pleasant Places

reflects a way of wonderful living

It will be the editorial purpose of SUBURBIA TODAY to reflect the good taste, the social gaiety, friendly frivolity and serious purposes of family life in the selected suburban communities.

SUBURBIA TODAY will be intelligent and zestful—and always in good taste. Its appeal will be directly compatible with the social, cultural and recreational interests of discerning families whose interests and activities are identified with the suburban way of life. It will provide inspiration for gracious living while it discusses practical aspects of life in the suburbs.

SUBURBIA TODAY will have available the experience of FAMILY WEEKLY executives, but will be edited by its own separate staff of topflight men who know personally the interests of suburban families. SUBURBIA TODAY editors and writers will range the world for the very best of new ideas in science, art, gourmet foods and gracious entertaining. They will report significant achievements and trends on the contemporary scene.

SUBURBIA TODAY will be creatively and imaginatively edited to magnify the already high readership of the very best community newspapers. To readers of those newspapers and to retail merchants in the suburbs where it is distributed, this new colorgravure supplement will be dramatic, exciting and compelling. It will assure a uniquely compatible editorial climate for national advertising directed to its quality suburban audience.

To make certain your 1959 schedules include coverage in depth of the concentrated buying power in the Golden Market, let us tell you more about SUBURBIA TODAY.

## Suburbia Today —The Magazine of Pleasant Places

**Leonard S. Davidow, Publisher**

153 North Michigan Avenue, Chicago 1, Illinois

### ADVERTISING SALES OFFICES

NEW YORK 22: 405 Park Avenue

DETROIT 2: 3-223 General Motors Bldg.

CLEVELAND 15: 604 Hanna Building

MIAMI 32: Bernard Cashion,  
Chamber of Commerce Building

SAN FRANCISCO 4:  
Blanchard-Nichols, Assoc.,  
33 Post Street

LOS ANGELES 5:  
Blanchard-Nichols, Assoc.,  
633 South Westmoreland Avenue

© Copyright 1958,  
Suburbia Publishing Corporation

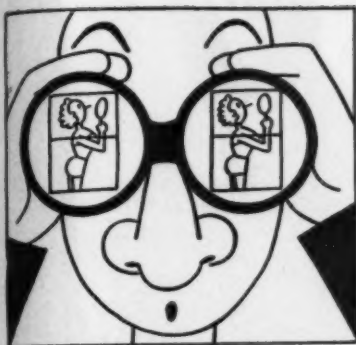




# Do You Have a Clear Image of the Publications You Buy?

*How a crisp definition that "capsules" a publication is helpful to buyers of space.*

By Philip Ewald



**MEMORABLE IMAGE?** What do buyers of space remember about publication profiles?

No so long ago JWT's Arthur Porter counted the places where you can advertise. Before he even got down to listing some 600 consumer magazines, he found himself faced with 8,500 weekly newspapers, 5,400 miscellaneous publications (not including 2,400 business papers), and 3,000 individual radio stations. And these were just the largest figures he had to start with. Anyway, lump all of Mr. Porter's figures together, and you come out with a jolly round figure of some 25,000 possibilities of different advertising media which you have to choose from, as you do your daily rounds.

No wonder yours is a tough job. No miracle that you can hardly remember the name, much less the morass of statistics, about, let's say, the *Fishhook Gazette*, published in East Dubuque, every third month, and then only when the catfish are biting. And what about any given

print medium? It's my notion that, by and large, far too many publication images have been left fuzzy in your mind. You would be greatly helped if you cracked down hard on space salesmen directly (and indirectly on their publishers), and emphatically demanded clearer definitions of what each publication is, editorially speaking, and what useful purpose it serves. And ask that they do it simply, please. To insist upon a clear, concise, and correct impression is obviously in your interest as well as in theirs, because so many blurred or even false images persist in the minds of buyers of media. This is because, if for no other reason, of the large numbers of entities to be remembered or confused.

This need for definitions is no capacious suggestion. Nor is it easy to fulfill. It can require skull-cracking thought, to say nothing of clear expression. A precise, brief "profile" of each print medium, imprinted upon your mind, could be useful to you in this day and age of group decisions. But each must be clear, simple, and useful.

## **Personality of a Medium**

You know, only too well, how essential it is for buyers of media to be able to define clearly for themselves and for the persons for whom they buy space or time, the essential characteristics or personality of the particular medium they recommend. No matter how complex media decisions may become (and this is the tenor of media conversation these days, how media decisions are group decisions, and how they are arrived at only after a consideration of copy theme, marketing factors, product characteristics, and many other things), still, the buyer of media has

to come eventually to the selection of a particular medium, which presumably can provide the special function that the media planning group decides must be exercised. Surely, then it would be of great help to you, as a buyer of media, to have provided for you an illuminating and concise definition of the medium you are most interested in (at any given time and of the other media, too). Such a definition could help you clarify that medium in your own mind and the particular attraction it has for its readers. Almost a mystical thing. That understanding could also help you sell your choice to others.

This is not a suggestion for "more statistics in a ball." What is needed is a brief paragraph or so, a monograph, that "capsules" the publication, that catches its differences from every other publication. Nor do I mean more "comparative figures." Comparisons are, in this instance, not only odious, but useless. It seems to be the easy way out (and the useless way out, too) to say that "Our publication covers 4,573 more strawberry blondes in Syracuse than our competitor, publication Y." What is needed is, literally, an "abstract," a clear concept, if you will, that paints a bright picture in your mind of the publication, in the comparative absence of all other media.

## **Definitions Hard to Write**

Such definitions, indeed, may be no easy matter for the publication to write. In extreme cases, some definitions may be almost impossible to write for the simple reason that the publisher (or editor), himself, has never made a concise expression of the nature of his own publication, and therefore a definition, as such, does not exist. But, this matter of

*Philip Ewald is promotion director of The New Yorker Magazine. He is also chairman of the Promotion Committee of the Magazine Advertising Bureau and treasurer of the Magazine Promotion Group.*

wherever there's news . . .

## there's the Southam man

WHEREVER THERE'S NEWS on the Canadian scene you'll find the men from Southam. Last year, for example, the men from the Ottawa Bureau worked round the clock to bring their readers a graphic pictorial and word description of the Queen's visit to the nation's capital.

It's this type of depth coverage . . . articles written exclusively for Southam readers . . . from the three major news centres, London, Ottawa and Washington, that has won the respect and confidence of more than 1,500,000 Southam readers in eight major centres across Canada. Reader loyalty is just one of the many good reasons why your advertising message goes further in the Southam newspapers.



IN CANADA THERE'S ACTION WHEN YOU ADVERTISE IN

### THE SOUTHAM NEWSPAPERS

OTTAWA *Citizen*  
NORTH BAY *Nugget*  
MEDICINE HAT *News*  
EDMONTON *Journal*

HAMILTON *Spectator*  
WINNIPEG *Tribune*  
CALGARY *Herald*  
VANCOUVER *Province\**  
\*Published for Pacific Press Ltd.

TORONTO—The Southam Newspapers,  
383 Yonge St., K. L. Bower, Manager

MONTREAL—The Southam Newspapers,  
1070 Bleury St., J. C. McCague, Manager

GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill,  
London, E.C.4, England

UNITED STATES—Cresmer & Woodward Inc.,  
(Can. Div.), New York, Detroit, Chicago,  
San Francisco, Los Angeles, Atlanta

GO-4637





SPACE BUYERS are bombarded daily with facts and figures from every direction.

definition is a very important one, and sometimes the existence of clear definition of an advertising medium makes the difference between success and failure for this simple reason: A quick decision has to be made by a group: "Does it stay on the list or go off?" At this crucial point, the fate of the publication hangs in balance. And the clarity of the mental image in each man's mind makes an enormous difference. At this point, too, the "right" image would also give you, and your associates, pause to remember the intangibles—that there are distinct, if not always defined, values for each medium, not measurable on a slide rule.

The best definition of *The New Yorker* magazine, interestingly enough, took a long time to appear, and sprang from an unlikely place. For years no one was able to write a good, tight, sharply-drawn definition of the magazine editorially. A galaxy of talented persons tried. Lots of agency people, too. Our own promotion people and veteran members of our staff could not quite seem to come up with the definition we were looking for. It wasn't until 1949 that we laid our hands very fortuitously on a booklet published by the Akron Public Library, and written by a talented librarian named Catherine Harkness. The Akron Public Library hardly seems the place where you would expect to get a definition of *The New Yorker* editorially that would excel all others, but that is where it came from. We got it out in a little booklet

called "In a Nutshell," which we sent to approximately 800 advertising agencies, and it's still the best we've ever seen.

### Why the Difficulty?

Admittedly, then, it is often hard for a publisher to define his own publication. Why is this so? Is it because he never thinks long enough consecutively about the major aspects of his magazine? Is it because his editorial formula is so subtle and ineffable a thing that it cannot be put upon paper? Is it because it is too hard to translate editorial values that mean something to the advertising and circulation departments? Is there something about publication image that is similar to advertising or product image? Do we possess these images of many magazines? Is the problem more important or more difficult or more acute in the case of consumer magazines than it is in the case of business publications, newspapers, broadcast stations, or networks? If so, why?

These are some of the intriguing questions that pop up when you start to think about this problem of definition. Clearly, the leaders in the media world are today making a strong and increasingly successful effort to help you lift your important function above mere manipulation of figures. Here, in my opinion, there exists a fine opportunity for you to be able to exercise better intuitive judgement—from which inspired advertising springs. In any case, it seems to offer a valuable opportunity to pursue. As I go, I'd like to leave you with this thought on the subject of definitions, aptly and visually made by our bright Boston agency friend, Harold Cabot:



## NEW MEDIUM TO A NEW MARKET

**FARM STORE**  
MERCHANDISING

reaches more than



rural supermarkets

Here's a new approach to the booming farm store market. Today's "one-stop" farm store sells dozens of products from feeds, fencing and fertilizer . . . to seeds, sprays and sprinklers . . . to mowers, medicines and milking machines. And sales volume through these farmer-consumer outlets increases every year.

### Merchandising-Minded Editorial Concept

Unlike specialized product publications reaching only fragments of the farm supply market, FSM is the first publication helping the farm store managers to more effective over-all management. Interesting case histories of outstanding farm stores and practical "here's how" features provide the farm store manager with modern methods of merchandising and management.

### What Is a Farm Store?

Questionnaires have been sent to more than 32,000 farm stores. Electronically tabulated results of this extensive research project will soon provide much-needed data on the types of products sold and their relative dollar volume. State-by-state figures will be given. For most recent market data, write or phone our nearest office.

### The Miller Publishing Company

Specializing in business journalism since 1873

2501 Wayzata Blvd.  
Minneapolis, Minnesota



New York Chicago Kansas City



## Off-beat Media Technique Builds Graver's Sales Force

*Advertising, especially media strategy used, helps company to return successfully to well-established water tank field.*

**N**EVER underestimate the power of a simple, creative use of media. Often it carries an impact far beyond the advertising dollars spent.

Graver Tank & Mfg. Co., Inc., East Chicago, Ind., is finding this out as it dramatically returns to a highly-specialized, long-established market—elevated water tanks for industries and municipalities.

Par for the course in selling, fabricating, and erecting these tanks—always a tailor-made product—is one or two years. Often a city or village has to float a bond issue first. Building costs and association specifications must be followed. Cautious city officials must be convinced. Powerful consulting engineers must recommend you.

Graver is no newcomer to the field of elevated water tanks. Recently completing the celebration of its centennial, Graver advertised "iron tanks for the storage of water" as a specialty at least as early as 1885. With the development of a division for water treating equipment—now 50 years old in its own right—water tanks were frequently an integral part of orders for industrial water softening. As steam locomotive freight hauling grew, the railroads became good customers for treated water and elevated tanks.

With the depression of the 30's, Graver focused its sales efforts on its traditional market, the petroleum industry, and gave up the manufacture and sale of water tanks.

### Re-entry into Field

In the post-war period, Graver decided again to utilize its water conditioning division for re-entry into the water tank field. However, by this time its water treating services had become pointed toward design and engineering for boiler feedwater at power plants and liquid recovery problems for manufacturers.

As a result, water tank sales became a step-child side line.

Graver's general sales manager, Henry J. D'Aragon, felt that if real progress was to be made in water tank sales, the parent company must re-assume the sales effort.

However, the sales forces were already fully occupied







# THIS IS HI-FIDELITY NEWSPAPER COLOR PROCESS

The "Hi-Fidelity Newspaper Color Process," developed by Young & Rubicam, was introduced in June by the *New York Herald Tribune*, *New York World Telegram and Sun*, *Detroit News*, and *Los Angeles Examiner*. The *Philadelphia Inquirer* was scheduled to carry the maiden Hi-Fi message, but at MEDIA/SCOPE's deadline was held up by Guild strike.

New process enables newspapers to feed mechanically pre-printed, four-color, full page advertisements into high speed presses from standard rolls. Color fly sheets are pre-printed on both sides of special stock, making

possible high grade color reproduction. Since layouts present continuous message and design that can be cut at any point without affecting advertising value, the "creepage" problem is avoided.

Young & Rubicam spokesmen say that client use of Hi-Fi will depend upon many factors in their individual marketing and media plans, in addition to the speed with which newspapers tool up for the process. Equipment was developed by Y&R production personnel in conjunction with Eastern Colortype and the Safran Printing Company.



1. STRATEGY: Y&R media men plan first client advertisement using Hi-Fi Color for General Foods and Moore-McCormack Lines. From left, Robert Fountain, assistant media buyer; Arthur Jones, media buyer, and Warren Bahr, associate media director.

2. FINAL CHECK: Lewis Greenwood (center) printing buyer for Y&R, who played a leading role in development of the process, coordinates operation with John F. Aldinger (left) production v.p., and Carl G. Lins, art director. Sigurd Larmen, agency president and Mr. Greenwood both extolled the cooperation of all in the production, art, and copy departments.



3. READY TO ROLL: Mr. Greenwood watches pressman Julius Finkelstein install color roll in *World-Telegram and Sun* "real room." Color rolls are rewound on press spindles which feed insert sheet into newspaper during regular press run.



4. **OFF AND RUNNING:** Jell-O and Moore-McCormack color inserts (on opposite sides of narrow sheet) meet newsprint going into turn for June 26 issue of Telegram. Insert, fed from reel room below, by-passes plates and ink rollers of high speed press.



1. **COLORFUL CHOCOLATE PIE.** Meets approval of Telegram pressman Michael Marsicano, here insuring proper position of inserts while working up an appetite.

## TO REACH FOOD SALES QUOTAS CONCENTRATE ON THE 3,000,000 GIRL SCOUT MARKET



And you can cover it most effectively and economically through the **GIRL SCOUT LEADER**.

- Girl Scouts, ages 7-17, are being taught how to be good homemakers through the Girl Scout Homemaking program.

- They are guided by adults who are predominantly young mothers with two children.

- These 700,000 members in the Girl Scout Organization receive the **GIRL SCOUT LEADER** monthly, October through June, and depend upon it for basic information they need to carry out their Girl Scout work.

- General Foods, Wrigley, Quaker Oats, Singer, Coats & Clark are among the advertisers who recognize the potential of this vital market and are reaching it through the **GIRL SCOUT LEADER**.

Write or call for more information on the growing Girl Scout Market.



**follow  
the  
LEADER  
and  
go  
places**

**The GIRL SCOUT LEADER**

Published by the Girl Scouts of the U.S.A.  
830 Third Avenue New York 22, N. Y.

CHECK		Prices on Items With Receipt Reg. No. 14453	
U.33Mt A	0.33Gr A	0.39Gr A	0.39Gr A
2.20Mt A	0.20Gr A	0.39Gr A	0.39Gr A
MAY 2 6475		0.52Mt A	0.39Gr A
\$	\$	0.28Gr A	0.49Gr A
\$	\$	0.47Gr A	0.47Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.25Gr A	0.29Gr A
\$	\$	0.28Gr A	0.28Gr A
\$	\$	0.21Gr A	0.21Gr A
\$	\$	0.33Gr A	0.33Gr A
\$	\$	0.75Gr A	0.75Gr A
\$	\$	0.16Pr A	0.16Pr A
\$	\$	0.10Gr A	0.10Gr A
\$	\$	0.25Pr A	0.25Pr A
\$	\$	0.30Pr A	0.30Pr A
\$	\$	0.10Gr A	0.10Gr A
\$	\$	0.10Gr A	0.10Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.23Gr A	0.23Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.21Gr A	0.21Gr A
\$	\$	0.23Gr A	0.23Gr A
\$	\$	0.29Gr A	0.29Gr A
\$	\$	0.32Gr A	0.32Gr A
\$	\$	0.33Gr A	0.33Gr A
\$	\$	0.10Gr A	0.10Gr A
\$	\$	0.10Gr A	0.10Gr A
\$	\$	0.29Gr A	0.29Gr A
\$	\$	0.15Gr A	0.15Gr A
\$	\$	0.15Gr A	0.15Gr A
\$	\$	0.27Gr A	0.27Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.15Gr A	0.15Gr A
\$	\$	0.39Gr A	0.39Gr A
\$	\$	0.39Gr A	0.39Gr A
\$	\$	0.33Gr A	0.33Gr A
\$	\$	0.39Gr A	0.39Gr A
\$	\$	0.27Gr A	0.27Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.25Gr A	0.25Gr A
\$	\$	0.35Gr A	0.35Gr A
\$	\$	0.39Gr A	0.39Gr A
\$	\$	0.33Gr A	0.33Gr A

**Power** ...to get action...to move  
people...to sell goods

## THE CHICAGO DAILY NEWS

ran 48% of all total grocery advertising  
placed in Chicago's four daily papers  
last year... more than twice  
as much as its nearest competitor

USE THE POWER OF THE "NEWS"  
IN CHICAGO



# Media Short Rates and Rebates: Practical and Legal Problems

*Agencies often have difficulties with these problems,  
especially if there is no agency-client contract.*

By Morton J. Simon,  
Member of the Philadelphia Bar

**S**HORT RATE bills and rebate checks from media are a continuing source of difficulty to agency media people and agency bookkeepers. They also frequently lead to agency-advertiser disputes. For some reason, even experienced agencies have difficulty resolving these matters, particularly in cases where there is no written agreement between the agency and its client and at termination of their relationship.

There are several reasons for these mixups:

1. Lack of consistency within the advertising business as a whole.
2. Lack of consistency even on the part of an individual agency.
3. Failure to spell out the proper handling in the agency-advertiser contract.
4. Misunderstanding of the basic "legal agent" status of an advertising agency.
5. The unfortunate intrusion of emotion when the problem arises after termination of an agency's services.
6. Failure to understand that short rates and rebates essentially are the same.

Actually short rates and rebates should be handled in exactly the same way and with exactly the same dollars-and-cents end results. The differences are merely mechanical.

**Short rates:** An advertiser contracts for, let us say, 12 insertions at a rate per insertion which is less than the one-time rate. He knows that the

lower rate will be earned only if all 12 insertions are used. If so used, there is no problem. However, if less than 12 insertions are used, the advertiser becomes responsible for each of the insertions at a higher rate. The difference in the two is the short-rate bill.

It is also understandable why short rate cases seem easier for the agency to handle than rebates. With short rates the agency becomes entitled to additional commissions; in rebate situations the reverse is true, and the agency regards it as a loss of commission.

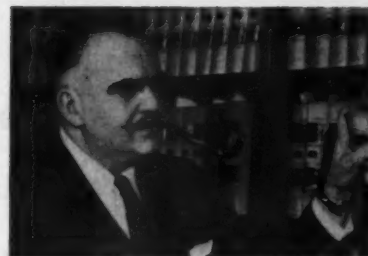
## *What Is the Difference?*

**Rebates:** The advertiser pays for the first insertion at the one-time rate. As additional insertions are used, lower rates become applicable on a graduated scale, and the media rebates to the advertiser the difference in rate which has been earned through the multiple use.

Someone has said facetiously that the only difference between short rates and rebates is: Who gets the interest on the rate differential in the interim?

The table spells out rate levels in a hypothetical case. For simplicity's sake, it has been prepared on a linear basis. It represents no particular rate card.

If dealing with rebates, work from the top down; if with short rates, work from the bottom up. To cover both situations, Column F has been titled "Earned Differential."



The important thing about the table and the data which it reflects is the fact that the graduated scale of rates is *cumulative*. In other words, once the six-time rate is reached (\$1,000 per insertion), it applies not merely to the sixth, seventh, and subsequent insertions, but is also retroactive over the first five insertions. Thus, the advertiser becomes entitled to a rebate against his prior payments of \$1,200 per insertion for the first and second advertisements, and \$1,100 per insertion for the third, fourth, and fifth.

## *Order Blank Wording*

Thus far we have only a two-way problem (media-advertiser), and there is little difficulty, since the graduated arrangement is spelled out in the media contract or rate card. For example, in Paragraph 2(d) of the "Conditions" in the AAAA Standard Order Blank for Publications, the following language (as to rebates) is used:

"If additional space is used within the period covered by the contract, where Publisher has a schedule of graduated rates, any lower rate shall be given if earned, according to Publisher's rate card on which this contract is based."

The corresponding provision as to short rates appears in Paragraph 1(d):

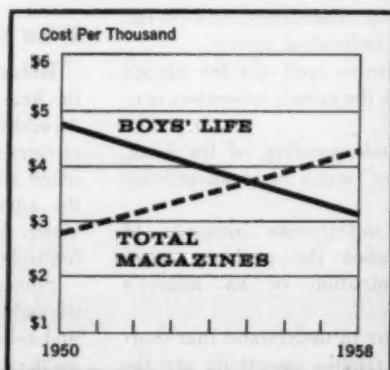
"If, at the end of the advertising period named in this contract or upon prior termination of this contract for any cause, Agency has not used the

**BOYS' LIFE** advertisers in the remaining issues of 1958 will receive 200,000 in net paid bonus circulation. Starting with the January, 1959 issue, the new guarantee of 1,800,000 will go into effect. This represents a 13% increase since the last circulation guarantee; 200% in the last five years. Advertising rates will be adjusted to a cost per thousand of \$3.21, continuing our 8 year policy of low page costs. Only **BOYS' LIFE** and one other magazine have been able to maintain this record

despite the post-war cost squeeze.



**OUR 8 YEAR RECORD**



We're proud of this record. We're also proud of being the first and foremost monthly mass circulation magazine in the youth field today.

full amount of advertising contracted for, Agency agrees to pay to Publisher an additional sum on all advertising published, such sum to equal the difference, if any, between the amount due at the rate named in this contract and the amount due at the rate applicable to the quantity of space used as stated in Publisher's rate card."

However, in considering the agency's commissions in connection with short rates and rebates, the situation becomes somewhat murky.

The impact of short rates and rebates upon the agency is shown in the last column of the table. It can be considerable. Actually, of course, there is no real reason for this cloudiness. Agencies and their clients will find that it will quickly disappear if a single, simple solution is adopted.

### A Simple Formula

The simplest and fairest way to handle agency commissions in both short rate and rebate situations is this: *The agency is entitled to commissions only on the actual media charges paid by the advertiser.*

Among the virtues of this arrangement are:

1. Experienced agencies operate on this basis.
2. It has been used for many years.
3. It is simple and logical.
4. It presents no accounting problems.
5. It is fair to both the agency and the advertiser, since it is based on actual cost.
6. It is consistent from every approach, practical and theoretical.
7. It may be applied to both the short rate and rebate situations without distinction.
8. It prevents any emotional context resulting from possible divorce between agency and advertiser.
9. It is consistent with the provisions of insertion orders or space contract.

If the arrangement is to result in all these plus values it must be applied whether—

1. Rebates or short rates are involved; or
2. The situation results in substantial adjustments; or
3. The agency gets more or less in commissions; or
4. The advertiser has terminated his relationship with the agency.

This brings us to the "3 C's": **CONTRACT, COURSE OF CONDUCT,**

## SHORT RATES AND COMMISSIONS

A	B	C	D	E	F	G
No. of Insertions	Rate per Insertion	Comm. per Insertion	Cumulative Gross Cost	Cumulative Commission	Earned Differential*	Difference in Comm.
1-time	\$1200	\$180	\$1200	\$180	-----	-----
3-time	1100	165	3300	495	\$300	\$45
6-time	1000	150	6000	900	1200	180
12-time	900	135	10,800	1620	3600	540
10-time	1000	150	10,000	1500	2000	300

\* Calculated on basis of 1-time rate.

and CUSTOM OF THE TRADE. This means that the above rule must result from the impact of at least one of these three influences:

**Custom of the trade:** Unfortunately, there does not seem to be any well accepted or clearly defined custom of the trade on this point. Different agencies handle it differently. There is no broad, "notorious" and uncontroverted acceptance of a single procedure as is considered by the courts to be necessary to invoke the legal concept of "custom of the trade."

**Course of conduct:** This means that the agency and the advertiser may have come to an exact understanding indirectly by handling the commissions in the same way over a series of occasions, thus giving rise to the firm inference or presumption that the commission will be handled in the same way whenever a similar situation arises in the future. This may be effective if the matter has arisen on numerous occasions, but obviously is of no use the first time and of little use the first few times.

### Need for Agency-Client Contract

**Contract:** This leaves us with "contract" as the primary and best way to cover the matter. The agency should have a firm written agreement with the advertiser covering all of the aspects of the relationship, including short rates and rebates and how commissions are to be figured in connection therewith. The contract need not be a fancy legal document. Many agencies use a printed form which they call "Billing Terms" or "Charging Procedures." The title of the paper is unimportant; its contents are highly important.

For example, this language may be used:

**"If, in any medium with a graduated rate schedule, you**

**should use less space than contracted for, we shall bill you whatever difference there is on the short rate basis. Conversely, if you use more space than contracted for and earn a lower rate, we shall refund to you the difference, if any, allowed us by the medium. In either instance, agency commission will be based on actual media charges."**

Even if the basis of payments and commissions is clearly spelled out by contract, further problems may still arise. This results from the fact that, upon termination, the agency and the advertiser may come to an overall

## DAVENPORT-ROCK ISLAND 47th TV Market in U.S.

- 41 Albany-Schenectady-Troy
- 42 Nashville
- 43 Champaign
- 44 Miami
- 45 Sacramento-Stockton
- 46 Omaha

### 47 Davenport-Rock Island

- 48 Binghamton
- 49 Raleigh-Durham
- 50 Asheville

**WOC-TV IS NO. 1 IN COVERAGE  
IN ALL OF IOWA AND ILLINOIS**

**WOC-TV**  
Channel 6  
**DAVENPORT, IOWA**

Peters, Griffin, Woodward,  
Inc., Exclusive National  
Representatives



WOC-TV Davenport, Iowa is part of Central  
Broadcasting Company which also owns and  
operates WHO-TV and WHO-Radio — Des Moines



understanding about that "last bill" before short rate bills have been submitted or rebates paid. Experience shows that this frequently occurs.

Such a premature settlement may put the agency on a spot, and yet prompt final settlements are often necessary.

In one adjudicated case, short rates had not yet been billed by the media to the agency when the agency made its "final settlement" with the client. Later the agency paid short rates and tried to recover them from the client.

The court held against such recovery, because a final settlement had been made.

Accordingly, any settlement made with a client should carefully keep the door open for later charge-backs of this sort. By the same token, the agency is not entitled to retain rebates merely because they happen to be received after the settlement. The client is entitled to the rebates.

On occasion, the rebate may be earned through the new agency being used by the advertiser, but paid (or

credited) *pro rata* through the two agencies. Much as the first agency may dislike it, consistency and honesty require that it send along its check to its former client for the commission portion of the rebate.

If the advertiser has switched agencies before a particular rebate level is reached (let us assume at the 10-time point), reference to the table will again simplify the picture.

A tenth insertion is billed by the media at the six-time rate (\$1,000 per insertion). Later, through the new agency, the 12-time rate becomes applicable (\$900 per insertion).

The total earned differential on all 10 of the insertions (at the six-time rate) is \$2,000 as shown in column F of the table; at the 12-time rate it is \$3,000. As to the \$2,000, presumably \$1,200 thereof has already been paid or allowed through the first agency. The remaining \$800 is then paid or allowed after the full 12 insertions are used. The agency commission on this amounts, of course, to \$120.

This commission was originally earned by the first agency when the advertiser paid for the space at the higher rates, but now should not be retained by the agency. The first agency should remit this \$120 to the advertiser even though the media may have no further dealings with the first agency in connection with this particular advertiser.

### Six Simple Rules

By way of summary, the following simple steps or rules should be kept in mind:

1. Commissions on short-rate billings and rebates should be handled on the same basis.

2. The agency is entitled to a commission only upon the actual space or time charges paid by the advertiser.

3. This rule should be spelled out clearly in an agency-advertiser contract.

4. It should be consistently followed throughout the relationship and even thereafter.

5. The agency should insist that the media submit short rate bills or tender rebates promptly after termination of the agency-advertiser relationship.

6. Even so-called final termination bills or agreements with the advertiser should specifically leave open the possibility of further adjustments due to both of these matters.



San Francisco's skyline and famed Ferry Building

## Daily and Sunday, more San Franciscans read The Examiner

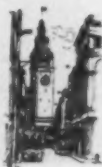
### CITY CIRCULATION OF SAN FRANCISCO NEWSPAPERS

Daily	
EXAMINER	101,202
CALL-BULLETIN	89,182
NEWS	76,612
CHRONICLE	65,297
Sunday	
EXAMINER	156,226
CHRONICLE	76,623

Source: Publishers' Statements, 3/31/58

### TOTAL CIRCULATION

Daily EXAMINER	250,417
Sunday EXAMINER	490,468
Daily Chronicle	206,105
Sunday Chronicle	266,682
Call-Bulletin	141,532
News	100,447



**The San Francisco  
Examiner**

REPRESENTED BY HEARST ADVERTISING SERVICE



## ORGANIZATION:

**PLANNING:** IMBA's program committee gathers to discuss guest speakers for the year. From left: Patrick A. Petrino, Robert Otto & Co., Louise M. Haut, Kenyon & Eckhardt, Inc., Henry L. Cordillo, Joshua B. Powers, Inc., Caroline Stella, J. Walter Thompson Co.; Annette Young, Fuller & Smith & Ross, Inc.; Karin Hiort, Foreign Advertising & Service Bureau, Inc., and Frank Bernarducci, National Export Advertising Service.



# INTERNATIONAL MEDIA BUYERS FORM ASSOCIATION IN NEW YORK

**A** TEMPORARILY local media buyers' organization with a literally world-wide scope of interest, is the International Media Buyers Association, which held its organizational meeting April 15, with 14 members attending.

It is only local now, because all of its members are based in New York, but it is possible that media buyers representing Philadelphia, Boston or West Coast agencies serving clients with overseas sales will join the new group.

The Association holds luncheon meetings once every two months on Tuesdays for the purpose of "aiding its members in continuously improving their knowledge to the benefit of their advertising agencies."

### Limited Membership

To accomplish this objective, the group, whose membership is limited to agency buyers, holds open discussions on media buying problems stipulated by members, and will invite speakers to its luncheon meetings who are able to supply some of the information needed by buyers of foreign media to help them perform more effectively. These speakers will include owners and representatives of foreign media, from publications and broadcasting stations to distributors of commercial films, used widely in overseas theaters.

One of the prime problems facing

the buyer of overseas media, according to the organization's first president, Frank Bernarducci, media director, National Export Advertising Service, is the fact that "there is no such thing in most countries as a radio listening survey, much less one for television. Under these conditions, it can be a real rat race trying to choose one station out of a possible 20 or 30, with nothing to go on."

In addition to the alternate month luncheon meetings of the entire membership, each committee during this organizational period holds interim meetings to determine the best means of carrying out its individual committee assignment. The program committee, for instance, met June 17 to line up possible speakers for the remainder of the year's luncheon meetings.

Members present at the association's second meeting on June 3 elected the following officers, with the exception of president Bernarducci, who had been chosen at the April gathering:

### Officers Elected

Patrick A. Petrino, Robert Otto & Co., vice president; Karin Hiort, Foreign Advertising & Service Bureau, secretary; Annette Young, Fuller & Smith & Ross, treasurer; and Henry Cordillo, Joshua B. Powers, honorary chairman.

Caroline Stella of J. Walter Thompson Company heads the group's pro-

gram committee, Louise M. Haut, space buyer, Kenyon & Eckhardt, handles public relations, and Mary Rodrigues, of BBDO, is in charge of the membership committee.

Mr. Bernarducci said that the matter of writing a charter or constitution for the international buyers' group was still a subject for discussion, and that no decisions had been made as to whether such a document is essential.

### Meeting Places

The initial April meeting was held at Gus-Andy's Restaurant on 47th Street. Subsequent luncheons were staged at the Shelton Towers Hotel. For non-luncheon gatherings, the new association has been offered the facilities of the International Advertising Association, with headquarters in the Hotel Roosevelt.

Several of the association's members have done extensive traveling. Mr. Bernarducci made a "combination business and pleasure trip" to Europe last year, and another member, Enrique A. Loynaz, is in Europe now. Miss Stella returned from Mexico recently and another member is now believed to be traveling in Latin America. Mr. Bernarducci explained that "travel in the area we're trying to sell is the best way to get the feel of the market . . . to know what our potential customers will buy, read, and listen to."

# FIRST HALF 1958 MEDIA RATE CHANGES



By Harry J. Johnson, Research Consultant

**BUSINESS PUBLICATIONS** Approximately one-fifth (19.1 per cent) of the 1,882 business publications increased their one-time black-and-white page rates during the first half of 1958. Last year 22 per cent of the business publications revised their rates, while 16 per cent did so during the first six months of 1956. Slightly more than one-fourth (27.5 per cent) of those business publications with circulations more than 15,000 increased their rates, compared with about one-third of this group changing rates last year. One out of six business publications with circulations below 15,000 increased their rates this year.

**CONSUMER MAGAZINES** During the first half of 1958, almost 30 per cent of the 432 consumer magazines considered in this report announced rate changes in their one-time, black-and-white page rates. By mid-year 1957, 35 per cent had announced changes, and in 1956, 25 per cent had raised rates. Only six magazines dropped their rates this year, compared with 11 last year.

A year ago, three out of four consumer magazines with circulations in excess of a half-million increased their rates. This year, slightly more than half did so (56.3 per cent). About the same proportion (30 per cent) of the magazines in the 75,000 to a half-million circulation brackets increased their rates during both years. This year, however, only two magazines lowered their rates, while nine did so last year.

**NEWSPAPERS** For the past three years, fewer newspapers revised their one-time flat line rates during each succeeding year. During the first half of 1956, 31 per cent raised their rates; in 1957, 26 per cent did so; in 1958, 20 per cent announced rate changes. It is significant to note that of the larger newspapers (with more than 100,000 circulation) one-third increased their rates this year, compared with one-half increasing rates last year. One-fourth of the newspapers with circulations between 10,000 and 100,000, increased rates this year, while one-third did so last year.

**BUSINESS PUBLICATIONS Rate Changes, First Six Months, 1958**  
(One Time, Black-and-White Page Rates—U. S. Business Publications)

Circulation Groups	Total	Number of Business Papers			Range of Changes		Median Change
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	
100,000 and over.....	34	10	10		5.4	22.0	10.4%
50,000 - 99,999.....	77	28	27	1	-50.7	36.3	14.0%
25,000 - 49,999.....	182	51	51		2.9	33.3	12.3%
15,000 - 24,999.....	190	45	45		4.8	44.8	13.8%
10,000 - 14,999.....	239	44	44		2.1	35.0	13.2%
5,000 - 9,999.....	450	83	82	1	-4.6	87.5	14.9%
2,500 - 4,999.....	374	56	55	1	-16.7	67.8	15.0%
1,000 - 2,499.....	183	31	31		1.9	100.0	16.7%
999 and less.....	17	2	2		16.7	20.0	
Circulation Not Given.....	136	12	12		10.0	73.3	21.2%
<b>TOTALS.....</b>	<b>1,882</b>	<b>362</b>	<b>359</b>	<b>3</b>	<b>-50.7</b>	<b>100.0</b>	

(Source: SRDS Business Publication Rates and Data, 1958.)

**CONSUMER MAGAZINES Rate Changes, First Six Months, 1958**  
(One Time, Black-and-White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Total	Number of Magazines			Range of Changes		Median Change
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	
2,000,000 and over.....	21	16	15	1	-59.7	22.6	10.9%
1,000,000 - 1,999,999.....	20	10	8	2	-15.4	17.7	12.9%
500,000 - 999,999.....	39	22	22		6.0	37.9	12.2%
250,000 - 499,999.....	58	18	17	1	-30.3	33.3	10.9%
125,000 - 249,999.....	56	14	13	1	-25.0	69.5	16.7%
75,000 - 124,999.....	42	15	15		3.9	114.3	14.3%
50,000 - 74,999.....	41	7	7		8.0	12.0	10.0%
25,000 - 49,999.....	49	8	8		2.6	23.3	19.1%
10,000 - 24,999.....	50	11	10	1	-40.0	75.0	17.5%
9,999 and less.....	27	5	5		10.6	50.0	20.0%
Circulation Not Given.....	29	3	3		17.4	50.0	
<b>TOTALS.....</b>	<b>432</b>	<b>129</b>	<b>123</b>	<b>6</b>	<b>-59.7</b>	<b>114.3</b>	

(Source: SRDS Consumer Magazine Rate and Data, 1958.)

**NEWSPAPERS Rate Changes, First Six Months, 1958**  
(One Time Flat Rate—U. S. Newspapers)

Circulation Groups	Total	Number of Newspapers			Range of Changes		Median Change
		Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	
400,000 and over.....	18	4	4		4.8	28.8	6.9%
200,000 - 399,999.....	52	19	19		2.7	26.6	8.3%
100,000 - 199,999.....	52	16	16		2.6	23.1	7.7%
50,000 - 99,999.....	113	30	30		3.4	21.9	8.0%
25,000 - 49,999.....	158	43	43		2.9	16.7	9.5%
10,000 - 24,999.....	374	93	91	2	-25.0	42.9	10.0%
5,000 - 9,999.....	408	62	61	1	-9.1	37.5	12.5%
4,999 and less.....	414	60	59	1	-12.5	180.1	16.7%
<b>TOTALS.....</b>	<b>1,589</b>	<b>327</b>	<b>323</b>	<b>4</b>	<b>-25.0</b>	<b>180.1</b>	

(Source: SRDS Newspaper Rates and Data, 1958.)

**RADIO STATIONS** Of the more than 3,000 U. S. radio stations, 7.6 per cent announced changes in their most expensive, one-hour one-time rates, and 12.1 per cent revised their most expensive, one-minute one-time rates. In both cases, a larger portion increased rates than lowered them. Almost 40 per cent more stations raised hourly rates than lowered them during the first six months of 1958. A year ago, almost an equal number lowered their one-hour one-time rate than raised them. In 1956, during this same period, there were twice the number of decreases in hourly rates as there were increases.

On the one-minute basis, twice as many stations raised rates as lowered them, this year. A year ago, about 50 per cent more stations increased their rates as decreased them, and in 1956, there were an equal number of stations raising and lowering minute rates. In all three years, the proportion of stations changing minute rates—12 per cent to 13 per cent—remained approximately the same.

**TELEVISION STATIONS** Fewer stations revised their most expensive, one-hour one-time and one-minute one-time rates during the first half of 1958 than during the same period in 1957 and 1956. This year, 13 per cent raised their hourly rates, 16 per cent raised minute rates. During the first half of both 1957 and 1956, 33 per cent of television stations (UHF and VHF combined) raised their one-hour one-time rates and 35 percent boosted their one-minute one-time rates. In addition, six stations reduced hourly and 10 lowered minute rates this year, compared with one station lowering hour rates and two cutting minute rates during the first half of 1957.

Slightly more than one out of four television stations in the West North Central states raised both their minute and hourly rates. Fewer stations in other areas of the country changed rates this year. Last year, a greater portion of the stations in New England raised rates than did stations in other sections of the country.

# **RADIO STATIONS Rate Changes, First Six Months, 1958** **ONE HOUR**

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total Changing	Increasing Range of Changes			Decreasing Range of Changes		
		No.	Low %	High %	No.	Low %	High %
National (50,000 Watts)	89 3	2	0.2	7.7	1		-30.0
Regional (5,000-10,000 Watts)	599 47	30	2.9	77.8	17	-3.9	-50.0
Local (100-1,000 Watts)	2,285 169	93	0.3	140.0	76	-2.5	-66.7
F. M.	63 9	8	32.0	75.0	1		-20.0
Outside of U. S.	84 9	4	25.0	93.0	5	-15.0	-29.4
TOTALS	3,120 237	137	0.2	140.0	100	-2.5	-66.7

## **ONE MINUTE**

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	No. of Stations Total Changing	Increasing Range of Changes			Decreasing Range of Changes		
		No.	Low %	High %	No.	Low %	High %
National (50,000 Watts)	89 11	10	0.5	75.0	1		-33.3
Regional (5,000-10,000 Watts)	599 88	63	2.9	150.0	25	-5.3	-60.0
Local (100-1,000 Watts)	2,285 257	167	1.0	185.7	90	-0.5	-61.4
F. M.	63 7	6	42.9	87.5	1		-11.1
Outside of U. S.	84 13	6	10.0	76.5	7	-5.7	-30.0
TOTALS	3,120 376	252	0.5	185.7	124	-0.5	-61.4

(Source: SRDS Spot Radio Rates and Data, 1958.)

# **TELEVISION STATIONS Rate Changes, First Six Months, 1958** **V.H.F.**

(Most expensive one-hour one-time and one-minute one-time—U. S. VHF Television Stations)

Geographic Regions	Total Stations	One-Hour One-Time Rates No. Range of Changes			One-Minute One-Time Rates No. Range of Changes		
		Stations Increasing	Low %	High %	Stations Increasing	Low %	High %
New England	15	*1		25.0	*1		30.8
Middle Atlantic	29	4	3.1	33.3	*4	6.7	20.0
East North Central	46	*7	8.3	45.5	*9	2.9	77.8
West North Central	55	15	11.1	33.3	15	8.6	60.0
South Atlantic	67	*8	10.0	33.3	*9	12.0	28.6
East South Central	28	*1		9.1	*2	9.1	10.0
West South Central	62	10	9.1	33.3	14	4.0	66.7
Mountain	41	*3	11.1	100.0	*5	11.1	212.5
Pacific	39	*7	5.6	23.5	*9	10.0	43.3
Outside of U. S.	20	2	15.3	30.0	*2	13.8	27.3
TOTALS	402	58	3.1	100.0	70	2.9	212.5

\* Six stations lowered the hourly rates from 14.3%-30.6%.

\* Nine stations lowered the minute rates from 10.7%-44.5%.

(Source: SRDS Spot Television Rates and Data, 1958.)

# **TELEVISION STATIONS Rate Changes, First Six Months, 1958** **U.H.F.**

(Most expensive one-hour one-time and one-minute one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	One-Hour One-Time Rates No. Range of Changes			One-Minute One-Time Rates No. Range of Changes		
		Stations Increasing	Low %	High %	Stations Increasing	Low %	High %
New England	6				1		71.4
Middle Atlantic	15	2	25.0	75.0	*2	33.3	75.0
East North Central	26	2	11.1	33.3	2	11.1	33.3
West North Central	2						
South Atlantic	12				1		20.0
East South Central	6	1		30.0	1		30.0
Mountain							
Pacific	5	1		10.0	1		10.0
TOTALS	77	6	11.1	75.0	8	11.1	75.0

\* One station lowered the minute rate 25.0%.

(Source: SRDS Spot Television Rates and Data, 1958.)





Poster designed by Leo Burnett Co. Inc.

## **OUTDOOR BUILDS Brand images-Remembrance**



Poster designed by N. W. Ayer & Son Inc.



**Mr. Roger Green**  
Vice President and  
Director of Advertising  
Philip Morris, Inc., says:

"We are using impact of Outdoor's graphic, full color poster techniques to build our brand images. We know how necessary these elements are in getting our sales messages *remembered*. Add Outdoor's market flexibility, economy of mass consumer traffic and you'll understand why once again, in '58, Outdoor Advertising plays a major role in the Marlboro and Philip Morris media picture."

**8 out of 10 people remember OUTDOOR Advertising!\***

*Standardized Outdoor Advertising, 24 and 30-sheet Posters—and Painted Bulletins.*

### **OUTDOOR ADVERTISING INCORPORATED**

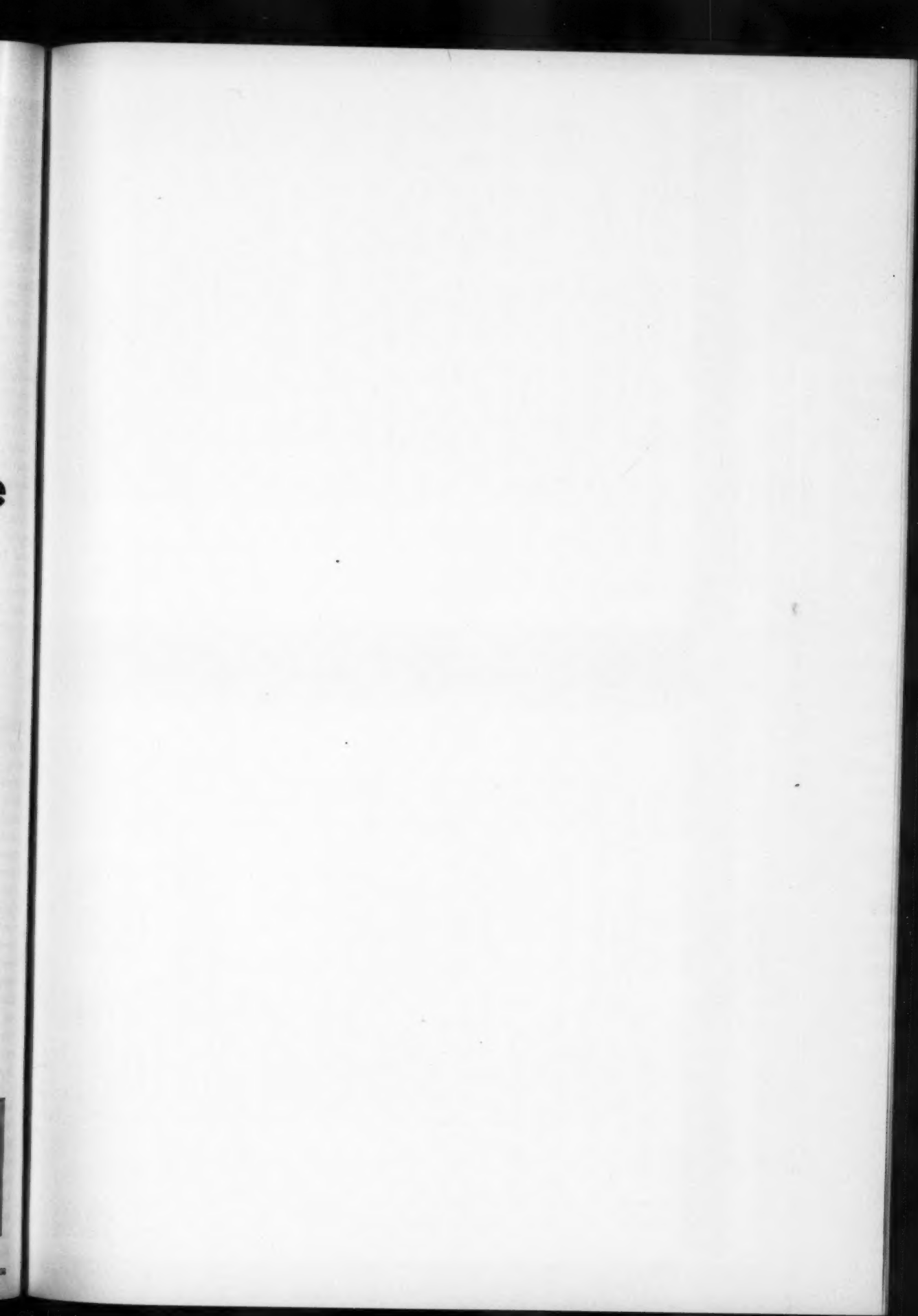
NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

40 EAST 42ND STREET, NEW YORK 17, NEW YORK · ATLANTA · BOSTON · CHICAGO · DALLAS · DETROIT  
HOUSTON · LOS ANGELES · PHILADELPHIA · ST. LOUIS · SAN FRANCISCO · SEATTLE



\*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising





# MEDIA BUYERS' CHECK LIST

Check these points before buying spot television time

## 1. MARKET AREA

- engineering-contour map showing Grade A, B and 0.1 MV (or 0.2 MV) service area
- coverage data based on standard research techniques (e.g., NCS)
- county coverage
- mail response map

## 2. SIZE OF MARKET

### Population

- population totals (within areas outlined above)
- urban, farm, Negro, and native-born data
- urban and rural density pattern or suburban vs. all others
- ratio of population to state, region, U.S.
- ranking (U.S., state, metropolitan area)
- gains, in total or per cent
- characteristics (age patterns by sex, education; economic data by census tracts; age groups)

### Households

- home ownership (analysis of dwelling units by types, etc.)
- size of family, rental values, families with television sets (urban, farm)

## 3. ECONOMIC FACTORS

### Consumer Spendable Income

- totals, by designated areas
- per household and per capita income data
- per cent of income (ratio to U.S., region, state)
- ranking (national, regional, state, metropolitan area)
- income gains by total, by per cent
- income distribution by consumer spending units
- gross farm income:
  - by area totals
  - by gains
  - by comparison with other farm markets
- by ranking

### Real Estate

- automotive sales
- filling station sales
- other sales classifications, such as department store sales data by U.S., by Federal Reserve District, by

## 1. STATION COVERAGE—AUDIENCE CHARACTERISTICS

- current TV set-count information, county-by-county; also urban and farm TV households
- station coverage data by counties—household and television households:
  - within Grade A contour
  - within Grade B contour
  - within 0.1 MV and 0.2 MV contours
- breakdown by counties within designated areas, by coverage percentages (daytime, nighttime; daily, weekly, monthly; households, television households; population, income, sales); also area totals by counties with coverage ranging from 90 per cent or more to 10 per cent
- per cent of total TV households in U.S., region, state
- average number of TV households delivered (daytime, nighttime; daily, weekly, monthly)
- comparisons and growth trends in audience (daytime, nighttime)
- composition of audience—urban, farm; by type, age, sex, income, education; by racial, foreign language groups
- other proof of coverage (e.g., list of newspapers in area that publish station TV program schedules; mail count, listing places of origin; special studies on audience penetration in outlying counties or cities; rating surveys)

## 2. PROGRAMMING—RATINGS

- program structure—daytime, nighttime
- total hours of daily telecasting
- program personalities
- program rating services used
- average daytime and nighttime rating per identified program
- rating data compared with previous years
- number of programs ranking in top 50 per cent of all rated programs

### Programs

- comparative ratings of syndicated, or local film programs—afternoon, night, late movies
- other sales classifications (MGM, NTA, etc.)

by ranking  
Retail sales

- a) automobile sales
- b) filling station sales
- c) other sales, by U.S., by Federal Reserve District, by sales data, by metropolitan areas and cities
- d) per household and per capita sales data
- e) per cent of sales (ratio to U.S., region, state, etc.)
- f) ranking (national, regional, state, metropolitan area)
- g) sales gains, by total, by per cent

#### 4. SPECIAL MARKET CHARACTERISTICS

- a) dynamic or steady growth?
- b) unusual geographic characteristics?
- c) marketing patterns:
  - retail trade activity
  - special factors (tourist trade, etc.)
- d) comparisons—city, county, metropolitan area ratio of retail sales to consumer spendable income vs. other markets in state and nation
- e) retail concentration formula—a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g., per capita sales for the state or U.S.) and subtracting such "resident consumption" from the sales total, to yield estimates of the sales to non-residents
- f) diversified industries; value of product; value added by manufacturing; total wage earners in each industry
  - g) new and expanded industry
  - h) leading manufacturers
  - i) dominant industry
  - j) wages and employment
  - k) total area weekly, monthly, annual pay rolls
  - l) principal pay roll days
  - m) agricultural characteristics (number of farms, major crops, etc.)
  - n) wholesale distribution characteristics
  - o) significant labor force data (by sex, occupation groups)
  - p) transportation data
  - q) building activity; real estate valuation and assessments
  - r) automobile registration
  - s) climate (average yearly temperature)
  - t) utilities (gas, electric, telephone installations); school and university enrollments; banking institutions (savings deposits, etc.)

g) number of programs ranking in top 50 per cent of offerings in previous years

- h) comparative ratings of syndicated, or local film programs—afternoon, night, late movies
- i) popular film packages (MGM, NTA, etc.)
- j) ranking of local personality programs: news, sports, weather, etc.
- k) comparative rating data for morning, afternoon, evening
- l) rating comparisons on quarter-hour period basis (e.g., station leads in quarter-hour firsts, leads in 200 of the 250 weekly quarter-hour periods)
- m) rating comparisons on half-hour period basis
- n) programs appealing to special audiences (farm, news, children, foreign language and racial groups; special women's programs; minority interest adult groups—fishermen, golfers, gardeners, etc.)
- o) color programming; hours of color telecasting daily
- p) description of programs available—for participation, for full sponsorship (format, cost, previous history, sponsors, ratings)
- q) station public service programs; community activities

#### 3. STATION IDENTIFICATION, POLICIES, FACILITIES

- a) management; personnel; experience
- b) history—background
- c) member of group operation? financial backing?
- d) power and channel; antenna height above average terrain, height above sea level
- e) network affiliation
- f) commercial scheduling policies (competitive agencies, triple spotting)
- g) production quality; studio facilities
- h) color programming quality; facilities
- i) special equipment
- j) kinescope recordings; mobile units; complete kitchens

#### 4. TIME COST

- a) gross daytime and nighttime rates
- b) other pertinent time costs
- c) discount availabilities; package plans; group or net-work combination rates
- d) homes-per-dollar cost comparisons; cost-per-hour sand-homes data
- e) per cent increase or decrease in homes-per-dollar cost comparisons and cost-per-thousand-homes data
- f) per cent increase or decrease in base rates
- g) comparisons of station circulation, coverage and ratings with other media (see advertisement media)

- u) heavy shopping days; store openings and closings; working hours; peak transportation hours
- v) water character

### MEDIA/SCOPE'S MEDIA CHECK LISTS

*In the light of the current recession, it is more important than ever for media buyers to make sure that every dollar of advertising is spent wisely and profitably. The comprehensive check list of points to consider before purchasing spot television time touches on every factor a media planner is likely to encounter in the process of making a decision. Obviously, not all the points are relevant to every media decision. But frequent reference to this check list will, in the opinion of the editors of MEDIA/SCOPE, increase the efficiency of planners and buyers in the process of fitting the market to the product and the station to the market. Keep this page handy for ready reference. Similar check lists for consumer magazines and business publications will be published in the September and October issues of MEDIA/SCOPE. Check lists for newspapers and spot radio appeared in the June and July issues.*

### 5. ADVERTISER ACCEPTANCE

- a) total number of sponsors
- b) number of local sponsors
- c) number and list of national sponsors
- d) total annual gross billings; annual gross billings of local and national sponsors; hours of sponsored time
- e) number of sponsors using stations over one year, two years, three years, five years (local and national)
- f) comparison of sponsor data with similar data of competing stations
- g) number of sponsors increasing billing in last two years; trends
- h) current billing compared with last year; trends
- i) list of current daytime and nighttime sponsors (prestige accounts; all national advertisers)
- j) per cent of sponsor renewals in past year
- k) sales success achieved by sponsors
- l) mail pull response to commercials, offers, contests
- m) telephone response to commercials, offers, contests
- n) sponsor endorsements, testimonials
- o) test market campaigns and results

### 6. STATION SERVICES AVAILABLE

- a) special station studies or surveys on market potential, buying habits and preferences, heavy shopping days, store opening and closing hours, peak transportation hours, TV viewing habits vs. newspapers, magazines, radio
- b) special research on spot TV food, drug, tobacco, automotive accounts
- c) merchandising aids offered
- d) test town qualifications

### WANT EXTRA COPIES?

Additional copies of the check lists in this series are available from MEDIA/SCOPE. Direct inquiries on prices to the Editor, 420 Lexington Avenue, New York 17.

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# THE MEASURE OF A MAGAZINE

The measure of a magazine lies in its editorial content. To this end, **BAKERS WEEKLY** has a full-time editorial corps of specialists in the bakery field whose work each week is devoted to but one purpose—raising the information level of the \$4½ billion baking industry.

The readers of **BAKERS WEEKLY** are specialists, too. Therefore the editorial material directed to them must be current... authoritative... definitive. The combined editorial skills and talents of the **BAKERS WEEKLY** staff, with professional backgrounds of active experience in various phases of baking, make each issue of **BAKERS WEEKLY** another step forward in the development of every segment of the industry.

Here are the full-time senior editors who make **BAKERS WEEKLY** the business magazine of the baking industry—



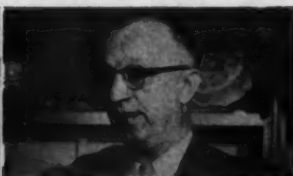
**Charles A. Glabau**, Technical Affairs Editor, with **Bakers Weekly** since 1919—a noted food chemist and specialist in food processing and research.



**Peter G. Pirrie**, Engineering Editor, with **Bakers Weekly** since 1924—a specialist in bakery shop operation, costs, and distribution.



**James R. Phelan**, Managing Editor, with **Bakers Weekly** since 1929—a specialist in the field of sales and merchandising.



**George Chussler**, Retail Editor, with **Bakers Weekly** since 1927—a specialist in the changing trends of bakery retailing.



**Arthur T. Joyce**, National Affairs Editor, with **Bakers Weekly** since 1926—a specialist in reporting national events as they affect the baking industry.



**Fred W. Colquhoun**, Flour and Financial News Editor, with **Bakers Weekly** since 1924—a specialist in business news and financial analyses and reporting.



**Henry F. Voll**, Bakery Technician, with **Bakers Weekly** since 1930—a specialist in feature recipes who has produced over 1,000 "Specialty of the Week" items.



**Harold H. Berkin**, Feature Editor, with **Bakers Weekly** since 1945—a specialist in bakery products packaging.

In addition to the above, the following devote full time to help produce each issue of **BAKERS WEEKLY**: Joseph Sheehan, Art Director; Naomi Christman, Associate Editor; Jerome Bonadonna, News Editor; Ruth E. Gardner, Research Chemist; Anne Farrel, Assistant Art Director.

First in editorial perception and coverage... first in editorial force and integrity... first in reader acceptance make **BAKERS WEEKLY** your first choice as an advertising medium to the baking industry.

## BAKERS WEEKLY

*the business magazine of the baking industry*

71 Vanderbilt Avenue • New York 17  
520 North Michigan Avenue • Chicago 11  
West Coast: Smith & Hollyday, Inc.  
5478 Wilshire Blvd., Los Angeles 36  
Russ Building, San Francisco 4





## We'd like to find another way to measure a newspaper

Here at The Times we've applied all the methods we know...all the yardsticks we've ever heard of.

News and features? Quality of audience? Service to its community? The Times has led in these departments for more than 75 years.

Total circulation? The Times now leads the next Los Angeles newspaper by 128,000 on weekdays, 163,000 on Sunday.

Total advertising lineage? Total retail lineage? The Times carries as much as the other three metropolitan

newspapers combined.

Department store? Classified? Financial? The Times carries *more* than the other three newspapers combined.

The 114 Media Records lineage classifications? The Times is first in 102 of them.

If there is another yardstick media buyers use, we'd like to hear about it.

We'd like to show you why The Times should be your first choice in Los Angeles no matter *how* you measure it.

First in the nation's No. 2 market

**Los Angeles Times**

Represented by Cresmer and Woodward  
New York, Chicago, Detroit,  
Atlanta and San Francisco

# **VIDEODEX NATIONAL RATING ANALYSIS**

**June 2-8, 1958 — Top Five Programs Daily\***

## **SUNDAY**

<i>Show</i>	<i>Rating</i>	<i>Network</i>	<i>Sponsor</i>
1 Dinah Shore.....	27.0%	NBC	Chevrolet
2 G. E. Theatre.....	25.4	CBS	General Electric
3 Maverick.....	25.1	ABC	Kaiser
4 Loretta Young.....	24.7	NBC	Procter & Gamble
5 Alfred Hitchcock.....	24.2	CBS	Bristol-Myers

## **MONDAY**

1 Wells Fargo.....	35.6%	NBC	Buick
2 Restless Gun.....	32.6	NBC	Warner-Lambert
3 Twenty-One.....	26.3	NBC	Pharmaceuticals
4 Danny Thomas.....	26.0	CBS	General Foods
5 December Bride.....	23.5	CBS	General Foods

## **TUESDAY**

1 Wyatt Earp.....	32.9%	ABC	General Mills
2 Cheyenne.....	25.3	ABC	General Electric
3 Red Skelton.....	24.6	CBS	S. C. Johnson
4 Bob Cummings.....	23.3	NBC	R. J. Reynolds
5 To Tell The Truth.....	22.8	CBS	Philip Morris

## **WEDNESDAY**

1 I've Got a Secret.....	26.9%	CBS	R. J. Reynolds
2 Father Knows Best.....	25.1	NBC	Scott
3 The Millionaire.....	24.2	CBS	Colgate
4 Wagon Train.....	22.8	NBC	Edsel
5 U. S. Steel Hour.....	22.0	CBS	U. S. Steel

## **THURSDAY**

1 Tic Tac Dough.....	25.4%	NBC	Warner-Lambert
2 Tennessee Ernie Ford.....	25.0	NBC	Ford
3 Playhouse 90.....	24.5	CBS	American Gas, R. J. Reynolds, Allstate Insurance
4 Real McCoys.....	24.1	ABC	Sylvania
5 Climax.....	22.9	CBS	Chrysler

## **FRIDAY**

1 The Lineup.....	26.2%	CBS	Procter & Gamble
2 Schlitz Playhouse.....	26.1	CBS	Schlitz Brewing
3 Zane Grey Theatre.....	24.5	CBS	General Foods
4 Trackdown.....	23.5	CBS	American Tobacco
5 Phil Silvers.....	23.3	CBS	Procter & Gamble

## **SATURDAY**

1 Perry Como.....	35.8%	NBC	Sunbeam, American Dairy
2 Gunsmoke.....	34.6	CBS	Remington Rand
3 Have Gun, Will Travel.....	29.0	CBS	Whitehall Pharmacal
4 Lawrence Welk.....	25.9	ABC	Dodge
5 Perry Mason.....	23.9	CBS	Libbey-Owens-Ford

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Media/Scope, August 1958



# **IT'S NO TRICK**

**...TO REACH YOUR  
BEST PROSPECTS  
IN PHILADELPHIA!**

A currently available 12/50 Plan on WRCV-TV (12 twenty-second announcements per week at a 50% discount) will carry your sales message to 35% of all Philadelphia families, twice a week! Here's the magic combination of *small cost* and *large audience* (70% adult), in the nation's 4th largest market. 12/50 works like a charm. Call now!

Source:  
NSI, Phila. Area; Special Tabulation, May, 1958

# **WRCV-TV • 3**

PHILADELPHIA • SOLD BY NBC SPOT SALES

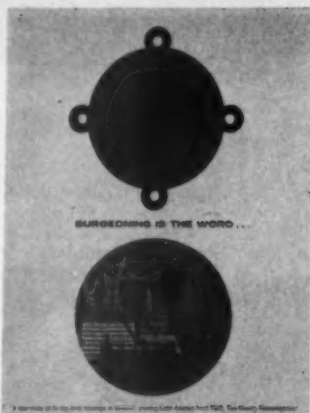
## MARKET STUDIES OF THE MONTH

**Consolidated Consumer Analysis Newspapers.** Combined results of consumer analyses of 22 newspapers from Newark to Honolulu, covering use of some 130 products and services in each market, are provided by the 13th Annual Analysis. For each product, the report gives a market-by-market three-year use trend, relative positions of leading brands, percentage of brand use in each market, median use for all markets over the three years, 1956-'58, and number of markets in which brands achieved first place.



**Madison Newspapers.** Announcement of the *Wisconsin Farm News*, new monthly supplement of the Sunday *Wisconsin State Journal*, includes rankings of the Madison area's farm income, feed expenditure, use of fertilizer, pig brooders, and corn pickers against the U. S. average, and comparisons of income, livestock production, acreage, farm spending, and various types of farm facilities with the Wisconsin average.

**McGraw-Hill** plans to study cost saving and growth opportunities through plant and equipment modernization in all industries covered by its publications. Study will be made in light of an expected 20 per cent average sales rise for manufacturing firms between now and 1961, increasing industry's need for more efficient, lower cost production. Preliminary estimates by *American Machinist* suggest that one of every five machine tools in the metal working industries is more than 20 years old.



**LATIN AMERICAN MARKET** is surveyed by Time International.

**Time International.** A study of the Latin American market stresses its concentration of buying power among government and business executives of larger firms. *Time's* audience there, says the report, includes 68 per cent Latin American or European citizens and 32 per cent U. S. citizens. Survey results indicate this profile of readers in Latin America: median income, \$9,148; median age, 39.8 years. Nearly half are college graduates, and 98 per cent of family heads are in business, the professions, or government. Influence on industrial buying, family possessions and investments, activities, hobbies, and travel of readers are also covered.



**True.** Two reports give results of a reader survey on smoking and use of men's toiletries. Nearly 78 per cent

of respondents smoke. Of the cigarette smokers, 49.1 per cent said they consumed seven packs per week, and 18 per cent smoke from 11 to 15 packs. The survey also covers brand preference, frequency of use, place of purchase, use of filters, and tobacco expenditure of readers.

The toiletries report compares consumption today with that in 1953, and indicates, for most categories, a rise in male ownership or use of such items as electric razors, after shave lotion, deodorants, and tooth paste. In the proprietary medicine category, 65 per cent reported use of aspirin, 26.5 per cent take vitamins, and 21 per cent use indigestion remedies. Other categories covered are hair dressings, shaving creams, shampoo, deodorants, and dentifrices. Types, brands, and place of purchase are given for each category.



**Wall Street Journal.** "Executive Living," an analysis of subscriber buying habits, indicates that nearly 40 per cent of *Journal* subscribers are presidents, owners, or department managers and assistants of their firms. The study covers reading habits, earning increases, travel, wardrobe, hobbies, and sports of subscribers, male and female. In addition to ownership and prices paid for clothing, purchase and ownership of luggage, books, cigars, household effects, new products, and liquor are included, as well as gift buying habits of subscribers.

**WCAU, Philadelphia.** A subscription promotion piece provides station



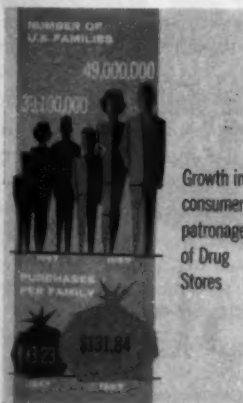
## MEDIA STUDIES OF THE MONTH

diense data and gives this breakdown of vacationers' dollar expenditure: Food, 28¢; lodging, 22¢; retail stores, 20¢; gas and oil, 19¢; entertainment, 14¢; tires, parts, repairs, 3¢. Winter and summer population comparisons of six summer resort towns in the station's area are included. Sample: Seaside Heights, N. J., winter population, 1,800; summer, 40,000.

**New York World-Telegram and Sun.** New monthly Liquor Audit of panel stores in eight counties, accounting for 70 per cent of sales in the 26 county New York market, will provide information on average sales per store, units sold in all stores, and percentage distribution in all stores for 116 brands of seven types of liquor.

**This Week.** The "Seventh Biennial Drug Study" charts U. S. drug store growth from 1947 to 1957. It maps 635 counties, collectively dubbed "Retailia," all containing shopping centers, and constituting a "nation within a nation" . . . covering only 20.7 per cent of all U. S. counties, but accounting for nearly 80 per cent of all drug store sales. This represents more than \$5 billion worth of sales to 37 million families, or 73 per cent of the U. S. population.

Total 1957 U. S. drug sales reached \$6.5 billion, compared to a \$3.6 billion volume in 1947. A 1958 increase in drug store sales of 10 to 15 per cent above the 1957 level is predicted. Sales by independent drug outlets in 1947 came to \$2.8 billion, while chain sales were \$849 million. Last year it was \$5 billion for independents, and \$1.4 billion for chains.



GROWTH OF POPULATION and drug store sales shown in This Week's "Seventh Biennial Drug Study."

**ARF-Nielsen.** County-by-county TV ownership estimates as of March 1958, based on the ARF-U. S. Census study and first fruits of NCS No. 3, put U. S. set ownership at 84 per cent, or 42.4 million homes. Nielsen compares this figures to the 35.5 million TV homes reported by NCS No. 2 for the spring of 1956. Most rapid increase in set ownership occurred in the West, up 17 per cent from 1956. The ARF report, "U. S. Television Households-Estimates by State and County, March 1958," includes a Table of Standard Errors, showing how far estimates may deviate from results of complete enumeration, and their chances for deviation.

**ABC-TV.** An analysis of television specials indicates that regular weekly telecasts are generally superior to "specials" in terms of cost efficiency, cumulative audience pull, and sales impressions over a four-weeks' period. Data are based on Nielsen cost and full analyses from October 1957 to March 1958. Of seven categories of half-hour weekly programs, the combined four week cost of three was shown to be slightly higher than that of one "special." All categories garnered larger cumulative audiences over a four weeks' period, with an average of 2.2 episodes for each category. The report concedes that specials are effective "when truly special . . . to attract attention, introduce new products, celebrate special occasions."

**The Katz Agency, Inc.,** station representatives. An updated version of its 1957 presentation, "How to Make a TV Half-Hour Work Overtime," indicates latest relative cost efficiency between spot and network buys of half-hour filmed programs. Comparison of network coverage in 100 markets with spot in 60, shows that both types have increased viewing opportunities since last year. Other new figures show latest relative costs of both types, as well as for 30 market spot coverage, new high and low spot rates for 60 leading markets, and new rates for NBC affiliates in 100 leading markets.

**A. C. Nielsen Co.** A special analysis of weekly TV viewing indicates that 1958 viewing is up 10 per cent over last year. More than 40 million households, or 95 per cent of all U. S. TV homes view during a typical winter week. Average home, says the report, views 43 hours and 12 minutes per week, for a total of 1.7 billion weekly hours of TV use.

**Television Bureau of Advertising.** LNA-BAR figures on net TV expenditure for April 1958, show estimated spending of the top 15 network company advertisers, the top 15 brand advertisers, of advertisers by 27 product categories, and net TV gross time billings by day parts. Another TvB report charts the continued upward trend of network audiences during first five months of 1958.

### WANT ANY OF THESE REPORTS?

If interested in copies of any of these reports, fill in coupon and send to: Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17. MEDIA/SCOPE will procure and mail to you.

Name of Report (s): \_\_\_\_\_

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

# New England's First

The Boston Globe is the first — and only — metropolitan newspaper in New England to offer its advertisers ROP Full and Spot Color. Join the leading advertisers who are gaining these huge advantages of COLOR ADVERTISING:

- 1 Vastly Increased Readership
  - a. by women — 77%
  - b. by men — 87%
- 2 Vastly Increased Retention Value
  - a. by women — 67%
  - b. by men — 133%
- 3 Increased Action
 

27% more women and 50% more men did something about color advertising.
- 4 Increased Desire To Buy

(All figures from survey by Publication Research Service for The Milwaukee Journal.)



SELL MORE  
WITH  
**ROP**  
FULL & SPOT  
COLOR

## The Boston Globe

Added  
We are  
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Media/scope



John F. Klatt

Media/quest has a guest conductor, Kenneth Groesbeck, advertising agency counsel, author of the new book, "Answers to Advertising Agency Problems." John Klatt will be back in September.

# • Added Evaluation Factor • A Universal Measurement

### Added Evaluation Factor

*We are familiar, of course, with the usual tests applied by agencies in their selection of media. Can you add any to these?*

Arizona Agency.

How about media policy? How clear is it, how definite, how accurately aimed at desired readers or hearers? How successful?

We apply motivation research to individuals in trying to find out why they think and act as they do. Cannot we do much the same thing in examining media?

It might be a question as to whether one can apply the techniques of motivation research to media, since such examinations depend on personal interviews and the utilization of psychological devices. However, it might be constructive to set down in one column the apparent editorial policy, and in another the actual procedures which carry out these policies or fail to do so. We shall find, I believe, many media with only general aims and attitudes, these vaguely defined, and not forcibly implemented. In such cases, we may be sure of less impact upon the audience of that medium than is the case when policies are clean-cut and definite.

This leads to the conclusion that outside evaluation from apparent evidence may be inadequate for our purposes. And that personal interviews with publishers, editors, station directors, and others who guide the destinies of media may prove to be extremely illuminating.

Imagine yourself responsible for policies of the medium you are con-

sidering. Would you be able to define them? If not, the medium itself is at fault in not having made its policies clear to you. Your own confusion is duplicated in the frame of mind of the audience of the medium in question.

And if you did sit in a position of such responsibility, guiding a medium with a definite policy, would you find the theory carried out in the practice? Or would you be inclined to modify procedures to strengthen and clarify the impact?

Of two magazines which are paid for and enter the home, one is "must" reading, the other is "maybe" or "when I have time." Why the difference? Why is one individual listened to when he speaks, and the other often ignored? Why the difference? Policy, basic character and principles, and their implementation.

### A Universal Measurement

*We notice with interest an attempt to establish some universal measuring rod for media; something which will go beyond the familiar "cost per thousand." We are greatly in need of some such formula for evaluation. Is anybody making any progress in this direction?*

Advertising Director  
Oil Company, Oklahoma

Any attempt to establish a formula or yardstick for media evaluation injects rigidity and a degree of prejudice into solving a fluid and constantly shifting problem which cannot but invalidate your appraisal. Which does your job best?

The sound order of mental procedure in media buying is this: **First, locate and characterize your prospects.** Every field sets its own boundaries. The people in the oil business you wish to reach are (in your mass division) owners and drivers of automobiles, for example.

Even for nationally-distributed products, mass-consumed, an immediate narrowing of audience takes place when you decide whether you appeal to men or to women, or to children, and in what economic strata, social and racial divisions.

Having located and characterized your customers, **the second step is to find out what are their primary communication sources.** Where do they go for information, for entertainment, for education? What influences are instrumental in forming their opinions, their beliefs, their prejudices? How much are they influenced by word-of-mouth, and where, and when? Religion? Race? Background? Future?

The answers to these questions are guideposts in formulation of your promotional strategy. They may lead you to public relations rather than paid advertising, to point-of-purchase merchandising, to many other procedures long before you come to the problem of selecting the channels along which you will direct your advertising. When you do reach this end procedure, however, you will have passed far beyond costs per thousand, except as incidental. You will be selecting media as a carpenter does, picking up a hammer instead of a screw-driver, choosing the tool for the job to be done. ■

**NOW...MORE THAN EVER**

# **SOLID CINCINNATI READS THE CINCINNATI ENQUIRER**



***Just ask your  
MOLONEY, REGAN & SCHMITT  
Representative  
for the facts***



# Advertising Cost Index

Reported by Harry J. Johnson

JUNE

## Ad rate changes:

June 1957 to June 1958

### Print Media



To repeat the average business publication campaign of June 1957 in June 1958, the advertiser had to add \$8.96 for every \$100 spent on this schedule a year ago. Cost-per-thousand circulation rose over 6 per cent during this 12 months, while circulation went up 2.4 per cent.



For every \$100 invested in the average consumer magazine campaign in June 1957, the advertiser had to spend \$108.77 to repeat this schedule in June 1958. Since magazine circulation is up 4.4 per cent, cost-per-thousand circulation has increased some 4 per cent during this year.



Daily newspaper space charges were almost 4 per cent higher in June 1958 than in June 1957. Cost-per-million circulation has increased 4.5 per cent during these 12 months, while circulation declined almost one-half of 1 per cent.

### Broadcast Media



The average spot radio campaign cost \$102.89 in June 1958, compared to \$100 spent for the same schedule in June 1957.

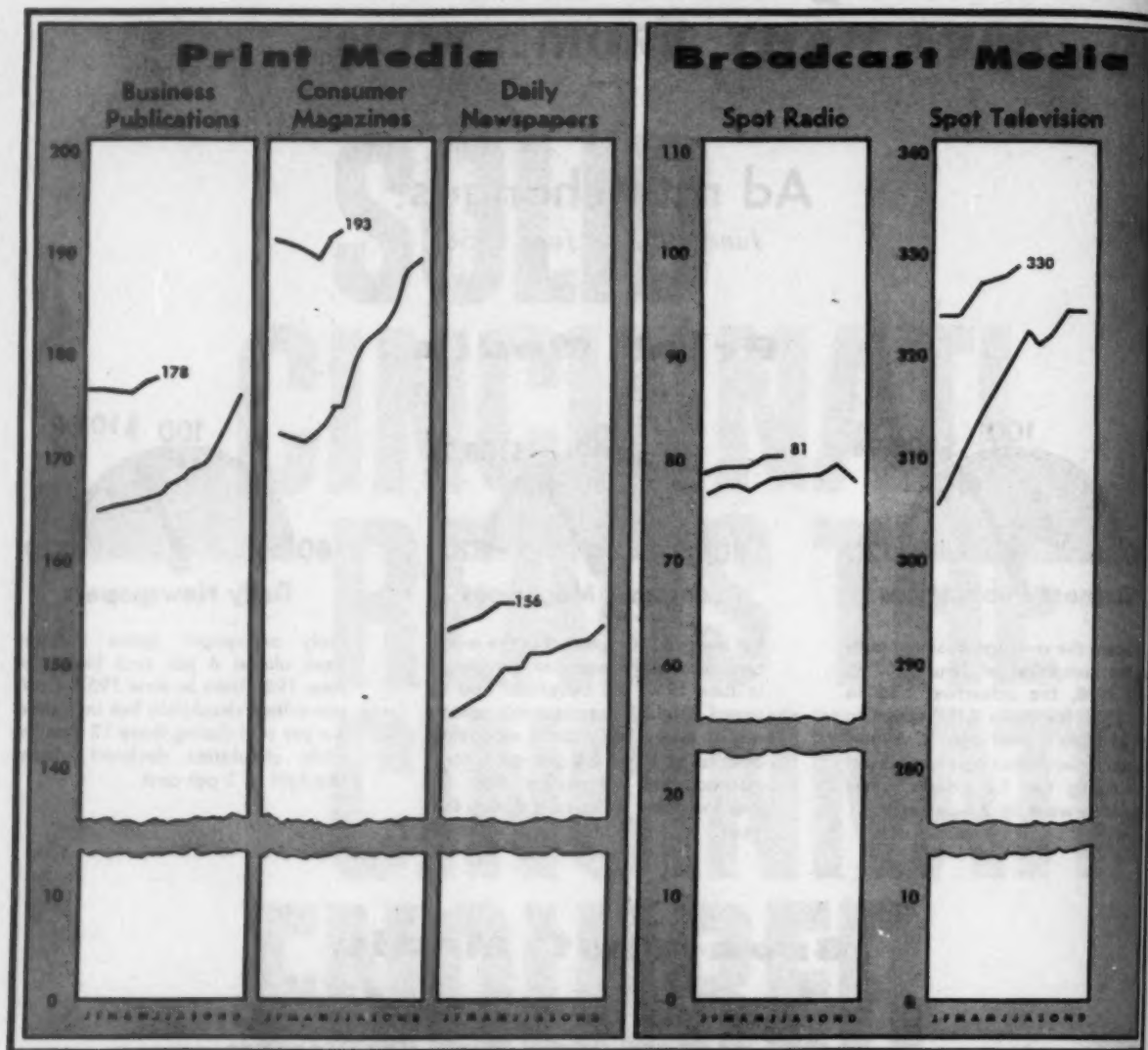


To schedule an average spot television campaign in May 1958, the advertiser had to spend \$103.30 for every \$100 he spent on the identical schedule 12 months earlier.

Note: in all meters \$100 = unit cost for June 1957

# Ad rate indexes:

Long-term Trends



1947-49 advertising rates averages = 100

SOURCE: Standard Rate & Data Service, Inc.

1950-52 advertising rates averages = 100

1957  
1958

1957  
1958

## Business Publications

June 1958 black-and-white page rates for business publications were 78 per cent higher than they were during the 1947-1949 base period. During this same period circulation rose 44 per cent, and cost-per-thousand circulation increased about 24 per cent.

## Consumer Magazines

Black-and-white page rates for consumer magazines in June 1958 were 93 per cent higher than during the 1947-1949 base period. Total circulation increased 47 per cent, producing a cost-per-thousand circulation increase of 31 per cent.

## Daily Newspapers

Since the 1947-1949 base period to June 1958, daily news-

paper line rates increased 56 per cent, total circulation went up 6½ per cent, and cost-per-million circulation increased 46 per cent.

## Spot Radio

In June 1958, spot radio minute rates were 19 per cent lower than they were during the 1950-1952 base period. A year ago, they were 22 per cent below the base.

## Spot Television

Since the 1950-1952 period to June 1958, the most expensive spot television minute charges increased 230 per cent. The June 1957 rates were 219 per cent higher than this base period.

the largest weekly  
audiences in network radio  
are delivered to  
advertisers on the  
**NBC RADIO NETWORK**  
*(and it's been happening month after month after month!)*

Rank Order	Advertiser	Network	Unduplicated Homes Reached
1.	Bristol-Myers Company	NBC	8,266,000
2.	Midas Muffler	NBC	7,433,000
3.	Brown & Williamson	NBC	7,382,000
4.	Ford Motor Co.	Net. #2	7,369,000
5.	California Packing	NBC	7,113,000
6.	Florists' Telegraph Del.	Net. #4	6,510,000
7.	Procter & Gamble	NBC	6,126,000
8.	Ex-Lax, Inc.	NBC	5,780,000
9.	Chevrolet	Net. #2	5,408,000
10.	Plough, Inc.	NBC	5,319,000
11.	Lever Brothers, Inc.	NBC	4,575,000
12.	Campbell Soup Company	NBC	4,563,000
13.	Swift & Company	NBC	4,357,000
14.	B. T. Babbitt, Inc.	NBC	4,242,000
15.	American Motors Corp.	NBC	3,896,000

NBC RADIO has  
7 out of top 10  
12 out of top 15

Source: A. C. NIELSEN CO. — 4 weeks ending May 10, 1958

# PLAN '59

## MODERNIZE NOW FOR GROWTH AND PROFITS

A SPECIAL REPORT FROM MCGRAW-HILL  
TO AMERICA'S BUSINESS EXECUTIVES

The editors of all McGraw-Hill publications are now devoting their full energies to documenting what needs to be done *now* to assure success in the 1960s for:

1. Individual companies in the key areas of business and industry these publications serve
2. The business community as a whole
3. The nation—in its fateful economic competition with the Soviet Union. The U. S. State Department has characterized this economic challenge as "the most dangerous of all" confronting us.

These editorial features will concentrate on what can be done *now* by modernization and improvement of plant and equipment to raise productivity and insure profitable growth ahead. They will appear early this fall in our 34 business and technical magazines, to assist industry in planning for the future.

We believe this special editorial undertaking by all of our publications, working as a team, will prove another landmark in our continuing efforts to speed America on the road to full economic recovery and sustained economic growth.

*Donald C. McGraw*  
PRESIDENT

### MCGRAW-HILL PUBLICATIONS

McGraw-Hill Building  
330 West 42nd Street  
New York 36, New York



## CARR NAMED MANAGER OF M/S ADVERTISING

Thomas W. Carr has been named to the newly created post of advertising sales manager of MEDIA/SCOPE. Appointment of Mr. Carr, former Eastern advertising manager of the publication, was announced by C. Laury Bothof, president of Standard Rate & Data Service, Inc., publishers of MEDIA/SCOPE.



Mr. Carr will be responsible for coordination of all MEDIA/SCOPE sales activities, which will be augmented on the East Coast by the addition of B. Chester Waddell and G. A. Brauning as district managers. Leonard T. Giuraputo, former district manager, succeeds Mr. Carr as Eastern advertising manager. Mr. Carr will report to Albert W. Moss, executive vice president and director of SRDS and advertising director of MEDIA/SCOPE.

## Media/dates

- Aug. 13-14: Circulation Seminar for Business Publications, Edgewater Beach Hotel, Chicago.
- Sept. 10-12: Direct Mail Advertising Assn., Chase-Park Plaza, St. Louis.
- Sept. 15-17: Newspaper ROP Color Conference, Waldorf-Astoria, New York.
- Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel.
- Sept. 25: Magazine Publishers Association, Waldorf-Astoria, New York.
- Oct. 2: Advertising Research Foundation, Waldorf-Astoria, New York.
- Oct. 5-9: Outdoor Advertising Assn. of America, Hotel Sherman, Chicago.





Here Mr. Thomas R. Vohs, (left) Executive Vice President of Anderson & Cairns, and Mr. Robert K. Kennedy, (center) Advertising Manager of

Union Carbide Corporation Textile Fibers Division, consult with Mr. Murray Thomas, (right) the agency's Media Director.

## Accessible and up-to-date media information is a "must"

says Mr. Murray Thomas, Media Director, Anderson & Cairns, Inc.

"One of the biggest problems of a media man is having information that is accessible and known to be current. This is particularly true in times of pressure and that is certainly the usual thing in the agency business. You always have to get a job done in a specified period of time and often you are not in a position to ask a representative to come over and give you a run-down.



"You go to your files but, more often than not, you don't seem to be able to find current information in them."

These remarks were made by Mr. Thomas in the course of an interview, part of STANDARD RATE & DATA's continuing study of advertiser and agency buying practices. These research findings

are passed along to media owners in field report bulletin form, in Handbooks and in Copy Organizers to help them match their sales approaches and Service-Ads to buyers' needs. Mr. Thomas spelled out his needs further:

"These are the reasons I've always considered

Service-Ads in *Standard Rate* tremendously important. Here is information that is accessible and you know it's up-to-date. Why sometimes you're pressed for a decision in the next half hour and you've got to get the information fast. This is particularly true in a meeting when someone asks, 'How about such-and-such a medium.' If you can find the information you need quickly, you're a hero; if not, you name it. You might even say that by providing good service information the medium owner is not only helping to sell his medium but really is building good will among media people. In the last analysis a medium can only be successful when its advertisers are successful, and this can only be true when the original selection was based on good, sound information about that medium."

Hundreds of field interviews, like the call made on Mr. Thomas, have sharply defined the main points that agency and advertiser executives say they like to find in Service-Ads when they're using *Standard Rate* to select markets or media. Of the many useful Service-Ads you'll find each month in SRDS, a few are reproduced on the following pages.

(continued on next page)

# Service-Ads in SRDS help agencies and advertisers

Although "Ads" is part of the term "Service-Ads," the emphasis is very much on *Service*. Media owners tell us they do not think of this part of their SERVICE-Selling program as *advertising* or *promotion* in the same sense that they consider their messages in the advertising trade publications. That form of "mass impression" advertising is necessarily based on the fact that the seller (the individual medium) seeks the buyer. But you can put it down as an axiom that, in the case of service or reference publications like SRDS, *the buyer seeks the seller*. When the advertiser or his agency turns to SRDS, for in-

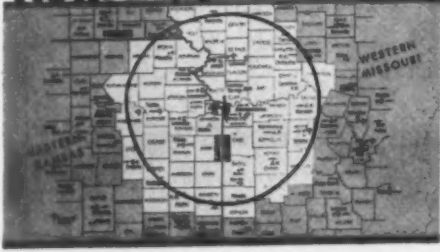
stance, he is looking for the medium or combination of media that most nearly matches his current requirements. He knows from experience that the *basic* information he seeks is available in this one reliable place; that it is accurate, up-to-date, and organized for ease of comparison.

## When Service-Ads are used

The men who influence the selection of media and those who actually buy the space or time are looking for authentic, up-to-date, useful information. They use SRDS at the very time they are

# KCMO-TV

is Mid-America's No. 1 station  
...by "quarter-hour frame" ...  
according to all three Kansas  
City surveys: ARB-PULSE and  
NIELSEN for July 1956.



**THE MARKET**

Total population (Jan. 1956)	1,288,500
Persons 18 years and over	692,000
Total households (Jan. 1956)	494,000
Persons 18 years and over	692,000
Total TV homes (Mar. 1956)	10,500
Total TV homes (Jan. 1956)	10,500
Total effective buying power (Jan. 1956)	\$3,940,073,000
Per family income (Jan. 1956)	\$3,940
Total retail sales	\$1,137,000,000
Food sales	\$27,000,000
Shoes and clothing	\$12,000,000
General merchandise	\$100,000,000
Automotive	\$10,000,000
Home furnishings	\$10,000,000
Flower business	\$10,000,000
Building material business	\$10,000,000
Household appliances	\$10,000,000
Household electronics	\$10,000,000
Household furniture	\$10,000,000
Household appliances	\$10,000,000
Household electronics	\$10,000,000
Household furniture	\$10,000,000

**THE STATION**

100,000 watts video maximum power—40,000 watts radio


Serving the 24-hour-a-day Kansas City, Missouri-Kansas City, Kansas trade area

Affiliated with the publishers of *Star* and *Examiner* and *Business* and *Commerce* newspapers

E. E. Hartshorn, General Manager  
S. B. Trumbull, General Manager

The KCMO-TV—National Representative  
135 East First Street—Kansas City, Missouri  
2700 Times 1-6000

**Basic CBS-TV**  
**KCMO-TV**  
KANSAS CITY, MISSOURI  
CHANNEL 5



This Service-Ad of Station KCMO-TV, Kansas City, Missouri, facing the state map in SRDS gives agencies and advertisers a goodly measure of what they say they want.

**Electricity**

**provides this 4-part sales package**

**Unlimited Selling**

Every page in every issue deals with the latest news of electricity, electric equipment and electric appliances—in an editorial perspective—presented 100% to your sales objectives.

**Wide Editorial Interest**

Every electrical phase of farming and farm living is covered—helping rural America realize greater comfort, more efficiency, higher profits—encouraging farm families to meet the electrical product you manufacture, or service, or sell.

**Head-lined Market**

All modern—appears of 600,000 families in 48 States and Canada—on selected by leading Power Suppliers who are currently paying more than \$60,000 an issue for the privilege. Thus for selection, readers' farm acreage and established buying power.

**Assured Circulation**

In addition to Power Suppliers' continued paid subscription—in well a double-check on the delivery of the magazine to readers—farm families receiving **ELECTRICITY ON THE FARM** are fully edited by J. K. Lauer & Company.

**Electricity on the Farm**

100 East 10th Street, New York 17, N. Y.  
ELECTRICITY ON THE FARM  
ELECTRICITY ON THE FARM  
ELECTRICITY ON THE FARM

**98.4% COVERAGE OF HOMES**  
with effective buying power  
**28% ABOVE IOWA'S AVERAGE**

New's a market mapped with buying power—and The Courier gives it substantial coverage.

98.4% coverage of 111,300 population Black Hawk County, where industrial might has skyrocketed. Effective Buying Power per occupied dwelling is \$6,874—28% above the statewide average of \$5,421.

74% of all the Counties delivered in this 15-county market of 238,700 persons, each occupied dwelling where the average ESP is \$6,288—87% reach homes with \$5,700 average ESP—84% reach homes with \$5,515 average ESP.

Tell your story to these high-income buyers. They read The Courier—make metropolitan Waterloo—now a community of 100,876 persons—after shopping and buying headquarters.

Contact our national representative or write us.

**Waterloo Daily Courier**  
WATERLOO, IOWA

Representative

This farm magazine Service-Ad was specifically cited by another buyer of media as follows: "This one for **ELECTRICITY ON THE FARM** is very good. These facts on how the magazine is edited give us a good indication of the type of audience we can reach by using this magazine."

On a page opposite the SRDS Consumer Market Estimates for Iowa, the Waterloo DAILY COURIER sells its coverage of the Black Hawk County area, explains how industrial expansion has boosted its effective buying power to a point well above the average.

# advertisers buy space and time

actually engaged in comparing media advertising values.

Agencies and advertisers who collaborated in *Standard Rate's* study of media buying practices gave us an idea of the types of problems they have in mind when referring to *Standard Rate*. We might summarize them into three basic media-selecting occasions:

1. When media men, advertising managers and account executives are building preliminary lists;
2. When these men, often in conference, are revising preliminary lists, defending recommen-

dations and making final selections;

3. Whenever, during the year, advertising schedules, plans, or lists are reviewed, and added or eliminated, or media requirements changed.

These agency and advertiser activities create opportunities for gain as well as possibilities for loss. They can just as well mean the addition of a medium that fits the new phase of the advertiser's interest as the cancellation of one that is no longer considered as meeting changed requirements (perhaps for lack of complete up-to-date information).

## BH&G readers BUY MORE... and SPEND MORE when they buy!

### FACT SHEET ON BUYING ACTION OF BH&G READERS

## Buying action U.S.A.

Better folks buy things, they have to want them. And before they want new merchandise like light bulbs in pastel colors, vinyl floors, an electric fry-pan or a new look refrigerator-freezer, they have to know about these innovations. Better

Homes & Gardens has an enviable reputation with advertisers for starting this "chain reaction" of home-want-buy. Millions of people get ideas from Better Homes & Gardens—and buy more merchandise as a result!

BH&G: BUYING ACTION



APRIL 1957 BETTER HOMES & GARDENS 35 CENTS

Another buyer of media echoes Mr. Thomas in citing this insert appearing in *Standard Rate*—"BETTER HOMES & GARDENS is consistently doing a terrific job. This one in particular on specific products, product ownership, and readership among these groups is very interesting."

## BH&G penetration is high among "venturesome" readers—the people who try new products while they're still NEWS!

Some individuals are of the adventuresome type. They are the people who are first to buy new products and try innovations. On the other end of the scale, cautious people buy only after being convinced the new product is worthwhile. "Adventurers" are somewhere in

between. In "A 12 Months' Study of Better Homes and Gardens Readers," by Alfred Politz Research, Inc., it is indicated that "venturesomeness" is one of the strong characteristics of a sizeable group of BH&G readers. The tables below throw light on this point.

### VENTURESOMENESS is shown in the ownership of new kinds of appliances:

	All people	Venturesome	Moderate	Cautious
Window Air Conditioner	4.8%	6.1%	5.3%	3.4%
Blender or Liquidizer	4.4%	7.3%	3.9%	2.4%
Electric Skillet	2.6%	4.5%	3.7%	2.0%

### BH&G REACHES ALL THREE GROUPS

	All people	Read one or more of 12 BH&G issues	Penetration
1. Venturesomes	42,100,000	17,400,000	41.4%
2. Moderates	34,530,000	15,020,000	39.1%
3. Cautious	45,150,000	11,790,000	25.9%

MANY MILLIONS TO ACTION CAN GO TO WORK FOR YOU!

## 1/3 of America reads Better Homes & Gardens

Warrent Publishing Company, One Nelson G. House



Readers looking for inspiration on how to have a better home, make a better family.

• Our advertiser says, "Our inquiry cost is very low and the conversion very high. Your magazine has been producing continuously for us since 1923 and it is needless to say that it will always be first on our list."

• 8,900,000 Better Homes & Gardens families bought something for their homes as a gift last Christmas (1956). 90% bought one or more items for the home.

(continued on following page)

## Service-Ads In SRDS help agencies and advertisers buy space and time

### The best read design engineering magazine is also an outstanding inquiry producer

It's never been done before. Traditionally, magazines that are read by engineers and architects don't start up an inquiry service. But the big money producers read down the line when circulation is increased. Machine Design is the first design engineering magazine to be an outstanding inquiry producer.

Standard circulation plus reader-service has resulted for Machine Design by making more information available to design engineers, more often. Machine Design increased its frequency from 12 to 18 issues in 1980. Ready: Up to 50% more advertising circulation per issue. 17% increase in inquiry response per issue. Reader demands added circulation by more than 7,000 copies.

**STANDARD DESIGNER'S** offers such an outstanding inquiry service with the most thorough research program employed by any design publication. Using these products, they tailor a combination of reader-survey data every issue.

1. Continuing study of Design Engineering Problems
2. Continuous editorial study by Executive Research
3. Field Contacts in all state industries
4. Analysis of Reader Responses
5. Technical Inquiry Service
6. Attending Trade Shows and Conventions

The outstanding editorial editorials of **STANDARD DESIGNER'S** editions have won 21 national awards, the greater recognition for editorial excellence than any other design publication has received.

**STANDARD DESIGNER'S** covers the design engineering function in all major industries. The Prime Engineering Center studies Machine Design to present the design engineering function and needs Machine Design distribution to the design engineering function wherever it exists in U.S. industry. The service addresses continuous coverage of the establishments accounting for 90% of total OEM value volume.

Information of **STANDARD DESIGNER'S** adds and continues acceptance by engineers is found in the "Continuing Study of Design Engineering Research", conducted by Henry Research Organization—a series of surveys of engineers in major U.S. industries, done here in earlier form.

**Design Research Organization Continuing Survey of Design Engineer Readership**

Reader category	1979	1980	1981	1982	1983
All design engineers	100,000	110,000	120,000	130,000	140,000
Design engineers in U.S.	80,000	85,000	90,000	95,000	100,000
Design engineers in foreign	20,000	25,000	30,000	35,000	40,000
Design engineers in U.S. & foreign	100,000	110,000	120,000	130,000	140,000

Additional information on the market coverage, readership and circulation of this survey is available on request.

### MACHINE DESIGN Market and Coverage Guide Check your market areas

Market area	1979	1980	1981	1982	1983
Automotive industry	100,000	110,000	120,000	130,000	140,000
Aerospace industry	80,000	85,000	90,000	95,000	100,000
Electronics industry	60,000	65,000	70,000	75,000	80,000
Industrial machinery	40,000	45,000	50,000	55,000	60,000
Construction industry	20,000	25,000	30,000	35,000	40,000
Marine industry	10,000	15,000	20,000	25,000	30,000
Other industries	10,000	15,000	20,000	25,000	30,000
Total	280,000	300,000	320,000	340,000	360,000

U.S. & Canada total 360,000

**MACHINE DESIGN** is a PENTON publication  
Penton Building Cleveland 11, Ohio

## Sell 2/3 of California

With the new John Paolo Independent Stations

California's two Golden EARS

**KBIF** 1130 AM  
**KABC** 780 AM

The Catalina Station

LOS ANGELES  
SAN DIEGO  
SAN BERNARDINO

BUY BOTH STATIONS: \$100 and \$200 for \$100 return plus 50%

One agency media director has this to say: "This MACHINE DESIGN ad is fine. It breaks the circulation down by business and industry, and gives the percentages covered. They also have information on editorial quality, requests for reprints, awards won, and figures on their pass-along readership."

### SRDS Service Salesmen can help you fit your own promotion to the media-buying pattern

For eleven years *Standard Rate's* Service Salesmen have had continuous access to the field reports of interviews with people in agency and advertiser organizations who participate in the media-buying function. Each SRDS representative possesses a considerable storehouse of practical and highly useable information on the things that influence buying decisions and the kinds of information that help form decisions—whether in the preliminary, intermediate or final stages of media selection. The SRDS man who calls on you will be very happy to sit down with

Many newspapers and broadcasting stations give buyers a quick picture of their geographical coverage with transparent overlays like this that fall across the state maps that appear at the beginning of each state's market data in SRDS.

you and review your own sales and sales promotion objectives, culling from his own analysis of the SRDS research and from his working relationship with many other media owners, the most pertinent information and ideas that will help you present the special values of your medium in terms that buyers can use to their advantage... and most assuredly to yours. If you'd like specific information applicable to your own promotional approach in advance of the next SRDS Service Salesman's call, write to the nearest SRDS office listed on this page.

### Promotion Handbooks available



Interesting and informative 54-page *Consumer Magazine Handbook* summarizes and analyzes the viewpoints, practices and needs of those who buy space in consumer magazines. This digest of hundreds of interviews with buyers of magazine space offers a revealing glimpse of the decision side of the media-buying desk in terms of what you can do to influence the people your representatives must sell.



A newly revised *Business Publication Promotion Handbook* reflects the significant findings of field research conducted throughout the eight years that have ensued since the first book was prepared. It contains a new chapter on the spread of media evaluation and schedule planning through all twelve months of the year. Copies of both the *Business Publication* and *Consumer Magazine Handbooks* are available at no cost to publishers and their staffs.

## SRDS Standard Rate & Data Service, Inc.

The national authority serving the media-buying function  
Walter E. Botthof, Publisher  
Sales Offices: New York, 420 Lexington Ave. • Evanston, Ill., 1740 Ridge Ave.  
Los Angeles, Don Harway & Co., 1709 W. Eighth Street





# PERSONNEL CHANGES

## Agencies

Name	Former Company and Position	New Company and Position
Gene Accas	American Broadcasting Company, V. P.	Grey Advertising Agency, Assoc. Media Dir.
Walter Barber	Compton Advertising Inc., Assoc. Media Dir.	Compton Advertising, Inc., V. P.
Harold H. Black	Reach, McClintock & Co., Inc., Sr. V. P.	Black, Little & Co., President
Thomas Doyle	Parkson Advertising Agency, Print Media Dir.	Dancer-Fitzgerald-Sample, Inc., Sr. Media Buyer
Samuel E. Gill	Carl S. Brown Co., Media, Res. V. P.	Fletcher D. Richards, V. P., Media
George H. Guinan	Robert Orr & Associates, Inc., V. P.	Burke Dowling Adams, Inc., V. P.
Eugene I. Harrington	Fletcher D. Richards, Inc., President	Honig-Cooper & Miner, San Francisco, Chairman
David N. Laux	Foot, Cone & Belding, V. P.	Lennen & Newell, Inc., Sr. V. P.
Thomas A. McAvity	McCann-Erickson, Inc., Corp. V. P., TV, Radio	McCann-Erickson, Inc., V. P., TV, Radio Programming
Thomas McClintock	Young & Rubicam, Asst. Media Buyer	Dancer-Fitzgerald-Sample, Inc., Sr. Media Buyer
John J. Mojonnier	Sander Allen, Inc., Chicago, A. E.	Sander Allen, Inc., Chicago, Exec. V. P., Mktg. Services Dir.
George S. Niles	Batten, Barton, Durstine & Osborn, Inc., Industrial Space Buyer	Hazard Advertising Co., Inc., Media Dir.
William D. Tyler	Leo Burnett Co., Chicago, Chairman, Plans Board	Benton & Bowles, V. P., Director

## Advertisers

Daniel E. Bockover	Westinghouse Electric Corp., Steam, Power Apparatus Dept., Adv. Rep.	Westinghouse Electric Corp., Media Mgr.
John E. Brady	Donahue & Coe, Inc., Sr. A. E.	American Airlines, Advertising Dir.
William C. Durkee	Pepsi-Cola Co., Central Div., V. P.	Pepsi-Cola Co., Mktg. V. P.
Martin J. Dwyer	Lennen & Newell, Inc., V. P.	Whitehall Laboratories, Anacin, Product Mgr.
Bay E. Estes, Jr.	U. S. Steel Corp., Staff Administration Dir.	U. S. Steel Corp., Mktg. V. P.
Stanley S. Furness	U. S. Summit Corp., Mktg. V. P.	Revlon Co., Inc., Thayer Laboratories, Mktg. Dir.
Albert A. Hally	Campbell Chain Co., York, Pa., Sales Mgr.	Campbell Chain Co., York Pa., Mktg. V. P.
C. B. Harrison	Minneapolis Honeywell, Forth Worth, Mgr.	Minneapolis Honeywell, Mktg. Mgr.
Frank W. Julsen	MacFarland, Aveyard & Co., Chicago, Mktg. V. P.	A. E. Staley Manufacturing Co., Corn Div., Adv. Mgr.
Stanley J. Leifer	Dunn & Jeffrey, Inc., Newark, V. P.	Knemark Manufacturing Co., Adv. Mgr.
E. William Mandel	Revlon, Inc., Adv. Mgr.	Revlon, Inc., Asst. to President
William G. Ohme	Harold F. Ritchie, Inc., Mktg. Dir.	Harold F. Ritchie, Inc., Mktg. V. P.
Robert A. Rosen	Cosmopolitan Advertising Co., President	Zenith Radio Corp., Adv. Sales Promo. Mgr.
Henry G. Van der Eb	Container Corporation of America, Eastern Folding Carton Operations, Gen. Mgr.	Container Corporation of America, Mktg. V. P., Folding Carton Div.

## Media

Harvey A. Harkaway	Standard Rate & Data Service, Inc., Territorial Sales Mgr.	Standard Rate & Data Service, Inc., Director of Sales
David H. Polinger	ABC Television Network, A. E.	WNTA, WNTA-FM, Sales Mgr.

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## WHAT IS "THE MARKETING CONCEPT"?

Is the so-called "marketing concept" something to be afraid of? You would believe so from the recent statement by Robert E. Kenyon, Jr., president of the Magazine Publishers Association. He warned the Atlanta Advertising Club that "the marketing concept seems to be taking over advertising, selling, and other activities that help sell goods and services . . . Let's get back to advertising and selling, and not get lost in the abstractions of the so-called 'marketing concept'," he advised.

We at MEDIA/SCOPE believe that the marketing concept is the only one that makes any sense in media selection, so let us examine the matter a bit. What, in the first place, is "marketing"? To use a handy definition evolved by the American Marketing Association, marketing is:

"The performance of business activities that direct the flow of goods and services from producer to consumer or user. This definition seeks to exclude from marketing those semimanufacturing activities that result in changes in the form of merchandise which represents material modification in its characteristics or uses. It seeks to include such activities when they result in changes in form primarily designed to make the product more salable and only incidentally to affect its use, such as packaging."

### *Marketing a Long Process*

Should not the AMA definition be enlarged somewhat, however? Why start the marketing function with the flow of goods from producer to consumer? It has to start before that; it has to start before the goods are manufactured or even designed. It has to start in the marketing research that tells a manufacturer the characteristics of a new product that will readily be accepted by consumers. If it is a mouthwash, for example, should it be red or blue, should it be astringent or smooth with aromatic oils, should it contain alcohol or not, and how should it be priced to win its place in a competitive market? Should distribution in drug stores be emphasized, or in supermarkets?

Few are the producers these days who begin the manufacture of a product without an initial survey of its potential market.

If this be marketing, what does it mean to the advertiser and what to the advertising agency? It means that, logically, the advertiser should coordinate all of the marketing activities in which he is engaged—advertising, promotion, marketing research, public relations, product and market planning and pricing, sales forecasts and budgeting, and field sales—in order to develop the most economical and forceful impact upon his market. It means that the advertising agency—which in the case of some of the larger agencies is now supplying a constantly wider range of marketing services to its clients—must make its decisions in respect to advertising or public relations in the same way that its clients do, on the basis of sound analysis of what the consumer really needs or will buy. With the agency, each decision, whether in respect to media selection or any other major area of marketing, must be based upon a weighing of all the other factors involved. The agency cannot choose a media schedule for sterling flatware, for instance, without a study of the characteristics of silver as opposed to stainless steel and plastic, without a survey of the ways—traditional and new—that persons buy silver or have it given to them; of the ages and incomes of purchasers of silver dinner services, and the places where they live and the publications they read and the broadcast media they see and hear. And how can any media be selected without major thought being given to the copy theme, if indeed, media are not selected even before copy is written?

### *What Is a Media Selection?*

Indeed, a media selection is a marketing decision. A marketing decision cannot be made without a study of all the factors—consumer, manufacturing, product, price, season, and dozens of others—that are basically involved. And likewise, a media decision cannot be made without a judgment of very similar factors.

Can it really be said, therefore, that the marketing concept frustrates, or inhibits, or is otherwise inimical to the effective play of advertising or selling? Is it not true, rather, that these two activities can be fully productive only if they operate not in isolation, but in proper relationship to one another and to the other forces in the marketing process?

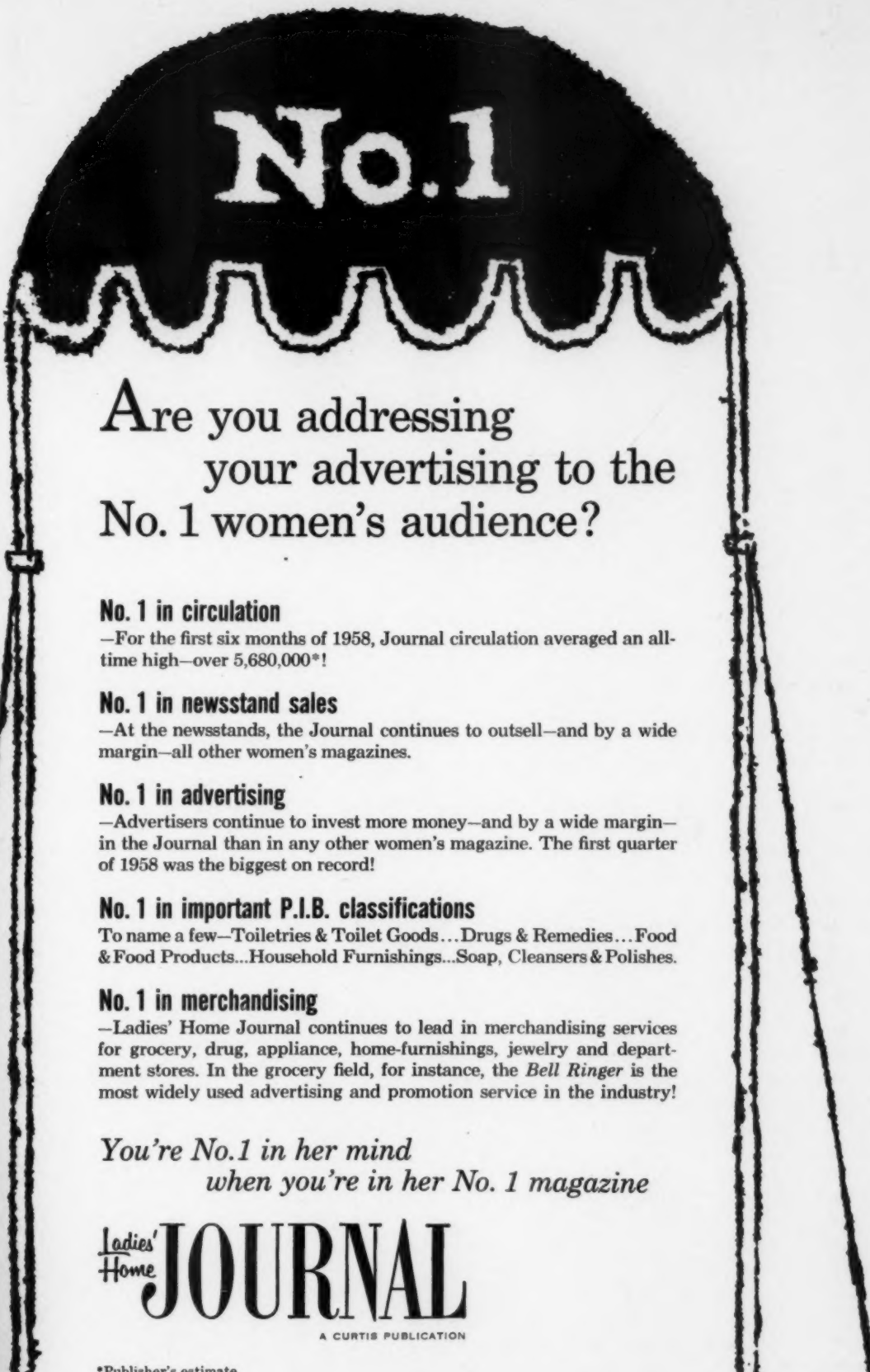
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# No.1

Are you addressing  
your advertising to the  
No. 1 women's audience?

**No. 1 in circulation**

—For the first six months of 1958, Journal circulation averaged an all-time high—over 5,680,000\*!

**No. 1 in newsstand sales**

—At the newsstands, the Journal continues to outsell—and by a wide margin—all other women's magazines.

**No. 1 in advertising**

—Advertisers continue to invest more money—and by a wide margin—in the Journal than in any other women's magazine. The first quarter of 1958 was the biggest on record!

**No. 1 in important P.I.B. classifications**

To name a few—Toiletries & Toilet Goods...Drugs & Remedies...Food & Food Products...Household Furnishings...Soap, Cleansers & Polishes.

**No. 1 in merchandising**

—Ladies' Home Journal continues to lead in merchandising services for grocery, drug, appliance, home-furnishings, jewelry and department stores. In the grocery field, for instance, the *Bell Ringer* is the most widely used advertising and promotion service in the industry!

*You're No.1 in her mind  
when you're in her No. 1 magazine*

**Ladies'  
Home** JOURNAL

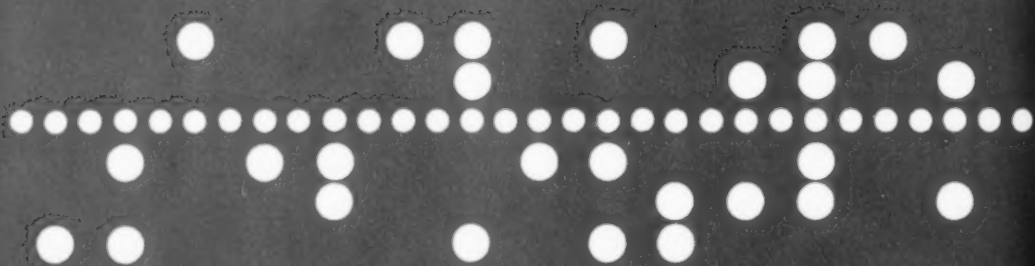
A CURTIS PUBLICATION

\*Publisher's estimate

# Delivers

The New Yorker stimulates\* leaders of industry. Of 1,833 directorships in the 100 largest United States Corporations, 645 directorships (35 per cent of this total) are held by 509 New Yorker subscribers.

\*The New Yorker sells the people other people follow.



THE  
NEW YORKER

*New York, Chicago, San Francisco, Los Angeles, Atlanta, London*

1

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Refin  
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